




CATALOG ADDENDUM

Original Catalog 2009 – 2010

This Addendum is effective as of November 22, 2011

 For detailed program
and cost info
AiPrograms.info/aikc
You will find program duration, tuition, fees, and
other costs, median debt, federal salary data,
alumni success, and other important info.

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NEW DIPLOMA PROGRAMS

BAKING & PASTRY – DIPLOMA: *Effective November 11, 2010*

55 Credits, Four 11-Week Quarters, or 44 Weeks

The four-quarter Baking & Pastry Diploma program prepares graduates for a career in the foodservice/baking & pastry industry. This preparation is accomplished through practical experiences in state-of-industry kitchens, including simulated situations and real-world production applications in the dining lab.

The program presents a broad introduction to the many aspects of the foodservice industry using a learner-centered approach to culinary education. Food production skills are complimented by courses detailing the business of culinary arts, along with a class in Nutrition to ensure graduates are able to become value-added to employers.

Students studying this field at The International Culinary School at The Art Institutes International – Kansas City leave prepared to enter the field in an entry-level position such as baking assistants, cake decorators and pastry cooks.

The general objectives for the program are:

- Demonstrate knife skills, appropriate use and care of equipment, selection of appropriate cooking techniques and other recipe preparation skills to successfully follow directions orally and from recipes.
- Plan, prepare, produce, and professionally present dishes while consistently maintaining a safe and sanitary work environment as defined by HACCP standards.
- Describe and perform tasks related to common business practices for a commercial bakery or bakery-café including planning, cost control, food purchasing and inventory.
- Produce a wide variety of artisan breads, pastries and plated desserts.
- Create sugar, chocolate and pastillage centerpieces.
- Produce complex pastries and cakes involving multiple skills and techniques.

About The International Culinary Schools at The Art Institutes International – Kansas City

The International Culinary School at The Art Institutes International – Kansas City educates tomorrow's culinarians in the cuisines and flavors of the world. Based on classical Escoffier, Asian, and Latin culinary techniques, with an emphasis on progressive trends and practices, the school's curriculum is designed to develop and sharpen fundamental cooking techniques and professional skills and introduce a variety of international cuisines. Internships, guest lectures, Web-based seminary, and study-abroad programs help broaden the scope of learning for students. Upon graduation, students are prepared to work in the hospitality industry.

Course No.	Course Name	Credit
CU100	Fundamentals of Classical Techniques	6
CU110	Culinary Theories and Concepts	3
SCI155	Nutrition	4
CU121	Introduction to Baking & Pastry Techniques	6
CU135	Latin Cuisine	3
CU127	Sustainable Purchasing & Controlling Costs	3
CU165	Kitchen Management and Career Development	3
CU130	American Regional Cuisine	6
CU219	European Cakes & Tortes	3
CU209	Artisan Breads & Baking Production	6
CU229	Advanced Patisserie & Display Cakes	6
CU279	Chocolate, Confections & Centerpieces	6
Totals		55

CORE COURSE DESCRIPTIONS

CU100 FUNDAMENTALS OF CLASSICAL TECHNIQUES

6 Credits

Course Prerequisite: None

Through demonstrations and hands-on work, fundamental concepts, skills, and techniques involved in basic cookery are covered. These include the study of ingredients and cooking theories; the preparation of stocks, broths, glazes, soups, thickening agents, the grand and emulsion sauces. The cookery basics for vegetables, starches, meat, fish, and poultry are also introduced, as well as techniques such as sautéing, roasting, poaching, braising, broiling, grilling, stir-fry. In addition to learning organizational skills and work coordination, students will learn the basics of classical French culinary vocabulary, basic food chemistry and flavor profiles, as well as identification, application and use of equipment and tools.

CU110 CULINARY THEORIES AND CONCEPTS

3 Credits

Course Prerequisite or Co-requisite: Sanitation Certificate or completion of TAPs

The fundamental concepts, skills and techniques involved in basic cookery are covered in the course. Special emphasis is given to the study of ingredients, cooking theories, and the preparation of stocks, broth, glazes, soups, thickening agents, the grand sauces and emulsion sauces. Lectures teach organization skills in the kitchen and work coordination. The basics of stocks, soups, sauces, vegetable cookery, starch cookery, meat and poultry are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying.

CU121 INTRODUCTION TO BAKING & PASTRY TECHNIQUES

6 Credits

Course Prerequisite: Sanitation Certificate or Completion of TAPs

This course is a combination of theory, lecture, demonstration and hands-on production to provide an introduction to pastry techniques for use in a commercial kitchen. Students learn a variety of doughs, batters, fillings, and glazes with an emphasis on formulas. Instruction regarding the preparation of basic cakes and icings, roll-in dough, preparations of pastry cream and finishing techniques; plus selection and proper use and handling of various chocolates used in baking and decorating are introduced. Emphasis is also placed on dessert plating and presentation. Students must pass a practical exam.

CU127 SUSTAINABLE PURCHASING & CONTROLLING COSTS

3 Credits

Course Prerequisite: Math Transfer Credit, Score of 65 or higher on Accuplacer, or DEV002 Essentials of Math

This course helps the student appreciate the purchasing and control process in the restaurant service industry. This course will introduce the tools required to maintain sales and cost histories, develop systems for monitoring current activities, and teach the techniques required to anticipate what is to come. The student will learn about pricing support systems, including food-cost breakdown. The fundamentals of purchasing, receiving, storing, issuing and production are covered. The importance of budgeting and an accurate profit and loss statement are emphasized. Forms and suggestions for implementing effective cost control procedures are given, and the menu's effect on planning and control is covered.

CU130 AMERICAN REGIONAL CUISINE

6 Credits

Course Prerequisite: CU100 Fundamentals of Classical Techniques

The knowledge learned in Culinary Skills is reinforced to build student confidence and strengthen the techniques of basic cookery. Attention is given to portion control, costing, plate presentation, and teamwork in production. American Regional Cuisine introduces culture, food, local growing, and regional cooking methods with emphasis on cooking and classical French culinary techniques.

CU135 LATIN CUISINE

3 Credits

Course Prerequisite: CU100 Fundamentals of Classical Techniques

This course emphasizes both the influences and ingredients that create the unique character of selected Latin cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Mexico, South America and the Caribbean Islands. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

CU165 KITCHEN MANAGEMENT AND CAREER DEVELOPMENT

3 Credits

Course Prerequisite: None

This course focuses on managing people from the hospitality supervisor's viewpoint. The emphasis is on techniques for increasing productivity and controlling labor costs, managing time, facilitating change, motivating employees, and resolving conflict. This course also stresses effective communication and explains the responsibilities of a supervisor in the food service operation. Specific focus is placed on interviewing and hiring employees, and is explored from the perspective of a manager looking for staff, and as workers involved in a job search.

CU209 ARTISAN BREADS AND BAKING PRODUCTION

6 Credits

Course Prerequisite: CU121 Introduction to Baking and Pastry Techniques

This course provides the information, tools and instruction to gain proficiency in the preparation of a variety of artisan breads. Emphasis will be placed upon learning to mix, ferment, shape, bake, and store hand crafted breads. Students will focus on traditional fermentation, as well as the science of the ingredients. Students learn assembly speed and increased their proficiency in meeting production deadlines with quality products.

CU219 EUROPEAN CAKES AND TORTES

3 Credits

Course Prerequisite: CU121 Introduction to Baking and Pastry Techniques

Students will build on previously learned competencies and apply those skills into new products to create more elaborate tortes and cakes using complex finishing methods by applying glazes, using decorative sponges, and building multi-component cakes. Topics to be covered include comparison of classical and modern preparations, classical cakes; glazed, iced, molded, and cream filled cakes and bombes.

CU229 ADVANCED PATISSERIE AND DISPLAY CAKES

6 Credits

Course Prerequisite: CU121 Introduction to Baking and Pastry Techniques

This course explores the techniques of plated desserts and the theory behind building edible art for A la Carte service, competition or banquet functions. Methods and procedures for producing high quality specialty decorated cakes, as well as the design, assembly, and decorating of wedding cakes will be introduced.

CU279 CHOCOLATE, CONFECTIONS AND CENTERPIECES

6 Credits

Course Prerequisite: CU121 Introduction to Baking and Pastry Techniques

Students are introduced to the fundamental concepts, skills and techniques of chocolates and confections. Students are introduced to the basic techniques used in forming simple centerpieces. Lectures and demonstrations teach chocolate tempering, candy production and the rules that apply when creating centerpieces.

GENERAL EDUCATION COURSE DESCRIPTIONS

SCI155 NUTRITION

3 Credits

Course Prerequisite: None

This class centers on an explanation of the basic principles of nutrition and their relationship to health. The structure, functions, and sources of nutrients—including proteins, carbohydrates, fats, vitamins, minerals, and water—are discussed. Current issues in nutrition are reviewed, including the U.S. Dietary Guidelines, energy balance, vitamin supplements, and food fads.

CULINARY ARTS – DIPLOMA: *Effective October 1, 2010*

55 Credits, Five 11-Week Quarters, or 55 Weeks

The five-quarter Culinary Arts Diploma program prepares graduates for a career in the foodservice industry. This preparation is accomplished through practical experiences in state-of-industry kitchens, including simulated situations and real-world production applications in the dining lab.

The program presents a broad introduction to the many aspects of the foodservice industry using a learner-centered approach to culinary education. Food production skills are complimented by courses detailing the business of culinary arts, along with a class in Nutrition to ensure graduates are able to become value-added to employers.

Students studying this field at The International Culinary School at The Art Institutes International – Kansas City leave prepared to enter the field in an entry-level position such as lines cooks and pastry cooks.

The general objectives for the program are:

- Demonstrate knife skills, appropriate use and care of equipment, selection of appropriate cooking techniques and other recipe preparation skills to successfully follow directions orally and from recipes.
- Plan, prepare, produce, and professionally present dishes while consistently maintaining a safe and sanitary work environment as defined by HACCP standards.
- Describe and perform tasks related to common business practices including planning, cost control, food purchasing and inventory and menu design.
- Describe the principles of food and beverage management.

About The International Culinary Schools at The Art Institutes International – Kansas City

The International Culinary School at The Art Institutes International – Kansas City educates tomorrow's culinarians in the cuisines and flavors of the world. Based on classical Escoffier, Asian, and Latin culinary techniques, with an emphasis on progressive trends and practices, the school's curriculum is designed to develop and sharpen fundamental cooking techniques and professional skills and introduce a variety of international cuisines. Internships, guest lectures, Web-based seminary, and study-abroad programs help broaden the scope of learning for students. Upon graduation, students are prepared to work in the hospitality industry.

Course No.	Course Name	Credit
CU100	Fundamentals of Classical Techniques	6
CU110	Culinary Theories and Concepts	3
SCI155	Nutrition	4
CU130	American Regional Cuisine	6
CU135	Latin Cuisine	3
CU127	Sustainable Purchasing & Controlling Costs	3
CU121	Introduction to Baking & Pastry Techniques	6
CU236	World Cuisine	3
CU165	Kitchen Management and Career Development	3
CU201	Garde Manger	6
CU235	Asian Cuisine	3
CU255	Food & Beverage Operations Management	3
CU240	A la Carte	6
Totals		55

CORE COURSE DESCRIPTIONS

CU100 FUNDAMENTALS OF CLASSICAL TECHNIQUES

6 Credits

Course Prerequisite: None

Through demonstrations and hands-on work, fundamental concepts, skills, and techniques involved in basic cookery are covered. These include the study of ingredients and cooking theories; the preparation of stocks, broths, glazes, soups, thickening agents, the grand and emulsion sauces. The cookery basics for vegetables, starches, meat, fish, and poultry are also introduced, as well as techniques such as sautéing, roasting, poaching, braising, broiling, grilling, stir-fry. In addition to learning organizational skills and work coordination, students will learn the basics of classical French culinary vocabulary, basic food chemistry and flavor profiles, as well as identification, application and use of equipment and tools.

CU110 CULINARY THEORIES AND CONCEPTS

3 Credits

Course Prerequisite or Co-requisite: Sanitation Certificate or completion of TAPs

The fundamental concepts, skills and techniques involved in basic cookery are covered in the course. Special emphasis is given to the study of ingredients, cooking theories, and the preparation of stocks, broth, glazes, soups, thickening agents, the grand sauces and emulsion sauces. Lectures teach organization skills in the kitchen and work coordination. The basics of stocks, soups, sauces, vegetable cookery, starch cookery, meat and poultry are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying.

CU121 INTRODUCTION TO BAKING & PASTRY TECHNIQUES

6 Credits

Course Prerequisite: Sanitation Certificate or Completion of TAPs

This course is a combination of theory, lecture, demonstration and hands-on production to provide an introduction to pastry techniques for use in a commercial kitchen. Students learn a variety of doughs, batters, fillings, and glazes with an emphasis on formulas. Instruction regarding the preparation of basic cakes and icings, roll-in dough, preparations of pastry cream and finishing techniques; plus selection and

proper use and handling of various chocolates used in baking and decorating are introduced. Emphasis is also placed on dessert plating and presentation. Students must pass a practical exam.

CU127 SUSTAINABLE PURCHASING & CONTROLLING COSTS

3 Credits

Course Prerequisite: Math Transfer Credit, Score of 65 or higher on Accuplacer or DEV002

Essentials of Math

This course helps the student appreciate the purchasing and control process in the restaurant service industry. This course will introduce the tools required to maintain sales and cost histories, develop systems for monitoring current activities, and teach the techniques required to anticipate what is to come. The student will learn about pricing support systems, including food-cost breakdown. The fundamentals of purchasing, receiving, storing, issuing and production are covered. The importance of budgeting and an accurate profit and loss statement are emphasized. Forms and suggestions for implementing effective cost control procedures are given, and the menu's effect on planning and control is covered.

CU130 AMERICAN REGIONAL CUISINE

6 Credits

Course Prerequisite: CU100 Fundamentals of Classical Techniques

The knowledge learned in Culinary Skills is reinforced to build student confidence and strengthen the techniques of basic cookery. Attention is given to portion control, costing, plate presentation, and teamwork in production. American Regional Cuisine introduces culture, food, local growing, and regional cooking methods with emphasis on cooking and classical French culinary techniques.

CU135 LATIN CUISINE

3 Credits

Course Prerequisite: CU100 Fundamentals of Classical Techniques

This course emphasizes both the influences and ingredients that create the unique character of selected Latin cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Mexico, South America and the Caribbean Islands. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

CU165 KITCHEN MANAGEMENT AND CAREER DEVELOPMENT

3 Credits

Course Prerequisite: None

This course focuses on managing people from the hospitality supervisor's viewpoint. The emphasis is on techniques for increasing productivity and controlling labor costs, managing time, facilitating change, motivating employees, and resolving conflict. This course also stresses effective communication and explains the responsibilities of a supervisor in the food service operation. Specific focus is placed on interviewing and hiring employees, and is explored from the perspective of a manager looking for staff, and as workers involved in a job search.

CU201 GARDE MANGER

3 Credits

Course Prerequisite: CU100 Fundamentals of Classical Techniques

This course introduces the multiple responsibilities of the cold kitchen. Basic recipes for dressings, marinades, and salads made from vegetables, cooked meat, seafood, and pastas, as well as making a variety of sandwiches, presentation, and a combination of salads are covered. Hors d'oeuvres will be introduced, including hot, cold, zakuski, and canapés. The fine art of chaud-froid, and its use and importance are emphasized. This course also explores the making, presentation, and accompaniments of

paté and terrines. Sausage-making and its importance are covered. Students will learn how to make galantines, ballontines, and mousses.

CU235 ASIAN CUISINE

3 Credits

Course Prerequisite: CU100 Fundamentals of Classical Techniques

This course emphasizes both the influences and ingredients that create the unique character of selected Asian cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of the four regions of China, Japan, Korea, Vietnam, Thailand, and Indonesia. Importance will be placed on ingredients, flavor profiles, preparations, and techniques.

CU236 WORLD CUISINE

3 Credits

Course Prerequisite: CU100 Fundamentals of Classical Techniques

This course emphasizes both the influences and ingredients that create the unique character of selected World cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of the Middle East, Spain, Turkey, Greece, Africa and India. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

CU240 A LA CARTE

6 Credits

Course Prerequisite: CU100 Fundamentals of Classical Techniques, CU130 American Regional Cuisine or by Approval of the Chef Director

The students prepare modern and regional American cuisine in a public restaurant. Correct application of culinary skills, plate presentation, organization and timing in producing items off both a fixed- price menu and an a la carte menu are stressed. The principles of dining room service and the philosophy of food are further explored and examined in light of today's understanding of food, nutrition and presentation.

CU255 FOOD AND BEVERAGE OPERATIONS MANAGEMENT

3 Credits

Course Prerequisite: None

Topics covered include the psychology of service, professional standards of performance for dining room personnel, the fundamental skills required for service-ware handling, the service sequence, order taking, guest relations and the liability and consumer dimensions of alcohol service. Highlight the specific management opportunities and challenges in managing a bar, lounge, or food service establishment serving alcoholic beverages. Significant product knowledge orientation, as well as cost control and purchasing, production, and service issues are addressed.

GENERAL EDUCATION COURSE DESCRIPTIONS

SCI155 NUTRITION

3 Credits

Course Prerequisite: None

This class centers on an explanation of the basic principles of nutrition and their relationship to health. The structure, functions, and sources of nutrients—including proteins, carbohydrates, fats, vitamins, minerals, and water—are discussed. Current issues in nutrition are reviewed, including the U.S. Dietary Guidelines, energy balance, vitamin supplements, and food fads.

WEB DESIGN & DEVELOPMENT – DIPLOMA: *Effective January 2011*

48 Credits, Four 11-Week Quarters, or 44 Weeks

The Web Design & Development diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites. This involves developing a design that effectively communicates the ideas being promoted by the Web sites, and focusing on the ways in which the Web sites function for optimum information delivery. The program will also focus on the design and development of mobile device applications.

Students will develop abilities in aspects of Web design, computer languages, and multimedia skills, along with developing a professional portfolio as a formal transition into the workplace. Students will also learn to adapt the most up-to-date programs, techniques and standards in a field that is quickly and continuously changing. .

The general objectives for the program are:

- Demonstrate professional visual communication skills through the use of graphic illustrations, photography and typography
- Integrate composition and design in support of concept
- Demonstrate the ability to program and code to functional requirements of media project(s)
- Apply critical thinking and needs analysis to concept design and in developing media marketing
- Apply presentation and communication skills to produce design and business solutions appropriate to a particular client or target audience

Course No.	Course Name	Credit
CG131	Image Manipulation	3
CG141	Digital Typography	3
CG231	Digital Audio Video	3
IM130	Introduction to Scripting	3
IM132	Digital Illustration	3
IM215	Interface Design	3
IM220	Introduction to Authoring	3
IM221	Design Layout	3
IM222	User-Centered Design	3
IM230	Intermediate Scripting	3
IM240	Intermediate Authoring	3
IM241	Concepts in Motion Design	3
IM243	Audio for Interactive Design	3
IM260	Design for Mobile Devices	3
IM295	Portfolio	3
IM330	Advanced Scripting	3
Totals		48

CORE COURSE DESCRIPTIONS

CG131 Image Manipulation

3 Credits

Course Prerequisite: None

This course is designed to examine photo retouching and image manipulation using computers. Employing software applications to scan original artwork, photos, or public domain images from CD-ROMs, students will use filtering capabilities, interactive brightness and contrast controls, and other image manipulation tools to enhance and retouch the images.

CG141 Digital Typography

3 Credits

Course Prerequisite: None

Students work with computer-generated type in design applications. Typefaces, type arrangements, and typographic trends are used in the realization of these design solutions.

CG231 Digital Audio Video

3 Credits

Course Prerequisite: CG131 Image Manipulation

Sound and video are critical ingredients in the production of successful visual presentations. Students use digital sound and video editing equipment to organize audio and video clips to custom design video and narration to fit their media productions.

IM130 Introduction to Scripting

3 Credits

Course Prerequisite: None

Students will develop skills to produce web pages utilizing HTML, the basic scripting language of web documents. Other effects, extension scripts, and software packages available for that medium will also be used.

IM132 Digital Illustration

3 Credits

Course Prerequisite: CG131 Image Manipulation

This course will help students communicate and design with the computer as a professional tool. Using vector software applications, the student will demonstrate an understanding of electronic illustration. The course will explore vector-based graphic applications that are considered to be industry standard.

IM215 Interface Design

3 Credits

Course Prerequisite: None

This course focuses on the nature and principles of interface design. Students will learn the functions of flowcharting, linking, branching and the basic principles of interactivities between action and response. Students will develop a concept, produce a flowchart, and complete the design of an interface using principles of design aesthetics and usability.

IM220 Introduction to Authoring

3 Credits

Course Prerequisite: None

This course will introduce the student to concepts and software utilized in the development of integrated, interactive media. Students will create an integrated, interactive media presentation.

IM221 Design Layout

3 Credits

Course Prerequisite: None

This course will enable the student to better design with type and visuals, and utilize technology in problem solving. Emphasis will be placed on the process of design development from roughs to comprehensives, layout and marker techniques, and the grid system for multi-component layouts.

IM222 User-Centered Design

3 Credits

Course Prerequisite: None

This course introduces students to the concepts and processes of developing interactive media projects (such as web sites) which have as a primary goal addressing and solving user needs. By exploring the process step-by-step, students will identify where user issues are raised and how they are answered. During the course, students either physically create a web site or a prototype. Students present and defend their decisions.

IM230 Intermediate Scripting

3 Credits

Course Prerequisite: IM130 Introduction to Scripting

Students will refine scripting skills to produce dynamic Web sites. Students will also acquire skills needed to design, develop, and produce practical applications (applets).

IM240 Intermediate Authoring

3 Credits

Course Prerequisite: IM220 Introduction to Authoring

This course will build on the skills taught in the Introduction to Authoring class. Students will design production quality interactive media presentations using intermediate-level scripting techniques, focusing on good user interface design and usability.

IM241 Concepts in Motion Design

3 Credits

Course Prerequisite: CG231 Digital Audio Video

This course is an introduction to motion design, concepts, and techniques. Students create interactive motion using basic principles of design for timeline-based media.

IM243 Audio for Interactive Design

3 Credits

Course Prerequisite: None

This course includes the principles and practices of digital audio in an interactive design setting. Students learn to use current digital audio programs for recording, editing, sequencing, and mixing for a variety of outputs and applications.

IM260 Design for Mobile Devices

3 Credits

Course Prerequisite: IM215 Interface Design

Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student-designed interfaces.

IM295 Portfolio

3 Credits

Course Prerequisite: Approval of Academic Director

This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies.

IM330 Advanced Scripting

3 Credits

Course Prerequisite: IM230 Intermediate Scripting

Students will refine dynamic scripting skills to develop complex interactivity and applications (applets). The course also examines client-side forms in conjunction with server-side scripting applications.

DIGITAL IMAGE MANAGEMENT – DIPLOMA: *Effective June, 2011*

48 Credits, Four 11-week quarters, or 44

The Digital Image Management diploma program will prepare students to obtain positions in their chosen field and function as assistants for a professional photographer. Students are primarily focused on the creation of digital photography and videos, the development of websites, publishing electronic images for print and the web, and basic business principles.

Students will gain knowledge in the key functions of digital photography and video; this involves the basics of how to produce digital photographs and videos that effectively communicate their ideas, the techniques of digital editing, asset management, and publishing and printing of digital files. Students will be taught business principles including how to keep financial records, market their work, and the basic knowledge of licensing, copyright laws, contracts, and negotiation. Student will develop an online portfolio that demonstrates their skills learned to effectively transition them into the workplace.

The general objectives for the program are:

- Demonstrate knowledge and control of the photographic process, including image manipulation, photo retouching, color management, printing, network use and digital asset management
- Demonstrate knowledge of the workings of a large, multi-functional commercial photographic studio, its business and operations, including key concepts of business plans, competitive business strategies, human resources, database management, and financial principles
- Create advanced market research including branding, competitive analysis, and direct marketing

Course No.	Course Name	Credit
AR131	Principles of Photography	3
MW125	Fundamentals of Marketing	3
PH130	Color Management	3
PH132	Digital Image Illustration I	3
PH133	Lighting	3
PH135	Printing	3
PH215	Video for Photography I	3
PH231	Digital Image Illustration II	3
PH232	Photographic Materials and Processes	3
PH234	Digital Publishing	3
PH240	Studio Photography	3
PH260	Video for Photography II	3
PH341	Business of Photography	3
PH433	Portfolio Refinement	3
PH435	Web Photographic Portfolio	3
PH455	Portfolio Thesis/Exhibition	3
Totals		48

CORE COURSE DESCRIPTIONS

AR131 PRINCIPALS OF PHOTOGRAPHY

3 Credits

Prerequisite: None

This course introduces beginning students to the technical aspects of photography. Students complete photographic assignments related to basic camera operation and exposure control through the use of traditional and digital photographic techniques. This course does not include darkroom experience.

MW125 FUNDAMENTALS OF MARKETING

3 Credits

Prerequisite: None

This course addresses the fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing.

PH130 COLOR MANAGEMENT

3 credits

Prerequisite: AR131 Principles of Photography

Students learn and apply the techniques of digital color management to photographic production. Students build and apply color profiles for input and output devices.

PH132 DIGITAL IMAGE ILLUSTRATION I**3 credits****Prerequisite: None**

In this course the student will apply the digital image manipulation process to their work, demonstrating strong research strong research concept, and execution through the use of advanced raster-image software.

PH133 LIGHTING**3 credits****Prerequisite: AR131 Principles of Photography**

In this course, students will be introduced to the basic concepts and principles of lighting for photography. Fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, quantity, and direction and its effect on the photographic image.

PH135 PRINTING**3 credits****Prerequisite: AR131 Principles of Photography**

This course will prepare students to execute a variety of output methods commensurate with industry needs. Students will refine proficiencies in digital file preparation, resolution selection, print-profiling, paper selection and soft-proofing techniques.

PH215 VIDEO FOR PHOTOGRAPHY I**3 credits****Prerequisite: None**

This course introduces the student to the professional video camera as a technical and creative tool for communication and art. The course will emphasize camera set-up for ENG and EFP operations. The student studies audio recording, field lighting, and shot composition using a variety of mounts.

PH231 DIGITAL IMAGE ILLUSTRATION II**3 credits****Prerequisite: PH132 Digital Image Illustration I**

In this course the student demonstrates advanced research, conceptual development, and execution through the use of industry standard raster-image software. The student applies conceptual and photographic skills to create innovative and compelling visual composites, which portray the visual message of the concept

PH232 PHOTOGRAPHIC MATERIALS AND PROCESSES**3 credits****Prerequisite: None**

Explore various traditional and non-traditional methods of photographic image-making, including testing and production procedures while manipulation

PH234 DIGITAL PUBLISHING**3 credits****Prerequisite: PH132 Digital Image Illustration I**

An introduction to typography, layout and digital publishing. This course will examine the fundamentals of typography and layout for publication and web design. Students will explore practical application and use of fundamental typography, layout and digital publishing skills through the use of current software packages.

PH240 STUDIO PHOTOGRAPHY**3 credits****Prerequisite: PH133 Lighting**

The challenges of studio photography are studied via a variety of assignments that require students to photographically render various subjects with the appropriate clarity and artistry dictated by the assignment criteria.

PH260 VIDEO FOR PHOTOGRAPHY II**3 credits****Prerequisite: PH215 Video for Photography I**

In this class students complete the portfolio process. Students assemble portfolios, web sites, resumes, marketing and self-promotion materials into a comprehensive presentation. Students participate in a thesis exhibition.

PH341 BUSINESS OF PHOTOGRAPHY**3 credits****Prerequisite: None**

In The Business of Photography students learn the basic concepts and principles of running a photographic-related business. Emphasis is placed on the legal and pricing aspects that are specific to the photographic industry.

PH433 PORTFOLIO REFINEMENT**3 credits****Co-requisite: PH234 Digital Publishing**

In this class students continue to refine and edit their work in a continuation of the portfolio process. Students more clearly articulate visually and verbally the underlying themes in their work.

PH435 WEB PHOTOGRAPHIC PORTFOLIO**3 credits****Prerequisite: PH132 Digital Image Illustration I**

Students will learn the basic tools for placing their photographs on the Internet and for archiving their portfolio on CD. Students will acquire the skills needed to develop, design and produce basic web pages

PH455 PORTFOLIO THESIS/EXHIBITION**3 credits****Prerequisite: PH433 Portfolio Refinement**

In this class students complete the portfolio process. Students assemble portfolios, web sites, resumes, marketing and self-promotion materials into a comprehensive presentation. Students participate in a thesis exhibition.

FASHION RETAILING — DIPLOMA: *Effective June 2011*

48 Credits, Four 11-week quarters, or 44 weeks

The Fashion Retailing Diploma program teaches students how to use their combined creative and business skills to display, market, and sell fashion merchandise. The well-trained student will be able to effectively understand and meet the customer's needs, and ultimately encourage sales. This is accomplished by having a keen awareness to the changing needs of the consumer, learning how to identify and predict new style trends, and by being able to conceptualize and promote fashion displays and sales campaigns. Individuals in fashion retailing will learn how to evaluate apparel construction, identify appropriate characteristics and uses of different textiles. They will also gain knowledge of consumer behavior, retail operations, visual merchandising, the larger marketplace, and business skills.

The general objectives for the program are:

- Define retailing, to include "bricks-and-mortar", "clicks-and-mortar", direct marketers with clicks-and-mortar retailing operations, and bricks-and-mortar retailers, relate them to the marketing concept with an emphasis on the total retail experience.
- Discuss why customer and channel relationships must be nurtured in today's highly competitive marketplace.
- Explain the steps in strategic planning for retailers, to include: situation analysis, objectives, and identification of consumers, overall strategy, specific activities, control and feedback.

Course #	Course	Credit
AD451	Consumer Behavior	3
FM100	Survey of the Fashion Industry	3
FM111	Trends and concepts in Apparel	3
FM211	Textiles	3
FM214	Dress, Society & Culture	3
FM224	Visual Techniques and Design I	3
FM224	Brand Marketing	3
FM250	Apparel Evaluation and Construction	3
FM260	Retail Buying I	3
FM260	Inventory and Stock Control	3
FM332	In-House Promotions	3
FM334	Professional Selling	3
FM360	Retail Buying II	3
FM432	Event Production	3
MW125	Fundamentals of Marketing	3
PD201	Fundamentals of Business	3
Totals		48

CORE COURSE DESCRIPTIONS

AD351 CONSUMER BEHAVIOR

3 Credits

Course Prerequisite: None

This course examines the cultural, social, and individual variables involved in consumer behavior. Persuasive techniques are also examined. Among the topics covered are framing effect, emotional hot buttons, mass appeal, snob appeal, subliminal messages, and the bandwagon effect. Students use various media to learn to use predictable consumer behavior and conditions to achieve a desired effect on an audience.

FM100 SURVEY OF THE FASHION INDUSTRY

3 Credits

Course Prerequisite: None

This course is an overview of the fashion industry, including design, production, and marketing of women's, men's, and children's fashions, from the development of fibers and fabrics to the strategies of fashion merchandisers and retailers.

FM111 TRENDS AND CONCEPTS IN APPAREL

3 Credits

Course Prerequisite: FM100 Survey of the Fashion Industry

This course offers a comprehensive study of trend forecasting, demographics and social issues that affect fashion and related industries. Students will analyze the importance of clothing with an emphasis on the twentieth century.

FM211 TEXTILES

3 Credits

Course Prerequisite: None

This course explores natural and synthetic fibers, their production, uses, and characteristics. Content includes discussion of yarns, fabrics, design methods, aesthetic applications, and ordering specifications. Care and life are discussed and analyzed.

FM214 DRESS, SOCIETY & CULTURE

3 Credits

Course Prerequisite: FM100 Survey of the Fashion Industry

This course presents a cross-cultural analysis of the importance of dress to individuals and societies across time and space. Focuses on the use of dress as a communicative tool in diverse world cultures.

FM224 VISUAL TECHNIQUES AND DESIGN I

3 Credits

Course Prerequisite: None

Survey course exploring creative and technical approaches to window and interior store displays. Students work in a laboratory setting creating three-dimensional displays as they familiarize themselves with standards and innovative techniques.

FM225 BRAND MARKETING

3 Credits

Course Prerequisite: None

Branding became a buzz word in 1990s advertising and marketing, but this process has evolved into a powerful way to organize and utilize an understanding of consumer needs and motivations in a changing marketplace. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media. Marketing strategists need to learn how to create an identity for their products and services and how to use that identity to support sales. This course is an introduction to the essential concepts and skills of brand marketing.

FM250 APPAREL EVALUATION AND CONSTRUCTION

3 Credits

Course Prerequisite: FM211 Textiles

This course analyzes construction standards and techniques used in the ready-to-wear market. Research serves as the foundation for developing skills in garment specifications, assembly, and finishing.

FM260 RETAIL BUYING

3 Credits

Course Prerequisite: None

This course provides a foundation for the study of retail buying. Theories are analyzed through the study of merchandise classifications and the calculation of open-to-buys.

FM301 INVENTORY AND STOCK CONTROL

3 Credits

Course Prerequisite: FM260 Retail Buying I

Inventory and Stock Control is an advanced course in the study of stock control and managing open-to-buys, which provides a practicum in buying and utilizing computer spreadsheets for data analysis.

FM332 IN-HOUSE PROMOTIONS

3 Credits

Course Prerequisite: None

Students develop an understanding of retail special events requiring the planning and implementation of an actual event.

FM334 PROFESSIONAL SELLING

3 Credits

Course Prerequisite: None

This course will focus on the application of professional selling and sales management techniques to real life situations. The emphasis is placed on selling products and services outside of the retail store arena.

FM360 RETAIL BUYING II

3 Credits

Course Prerequisite: FM260 Retail Buying I

As a continuation of Retail Buying I, this course will study the process of buying merchandise and transacting business with suppliers and the supply chain. This course will also introduce global issues that impact buying trends and cycles.

FM432 EVENT PRODUCTION

3 Credits

Course Prerequisite: None

The student will be introduced to a range of skills, needed to produce a successful store event or fashion show. During this course, the student will gain insight into the role of creative and technical experts involved with the runway, backdrop, special effects and lighting, music, models and choreography, hair and make-up and video teams.

MW125 FUNDAMENTALS OF MARKETING

3 Credits

Course Prerequisite: None

This course addresses the fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing.

PD201 FUNDAMENTALS OF BUSINESS

3 Credits

Course Prerequisite: None

This course introduces business functions, operations, and organization. It includes ownership and management, forms of organization, finance, business ethics, personnel and labor-management relations, and marketing.

WEB DESIGN & INTERACTIVE COMMUNICATIONS – Diploma: *Effective June 2011*

48 Credits Four 11-week quarters or 44 weeks

The Web Design & Interactive Communications diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites with a specific emphasis on professional standards and practical deployment. This course of study extends foundation principles in visual communications and interactive media as related to dynamic delivery through multiple channels including mobile technologies. Students will develop abilities in computer languages, usability principles and information architecture in a team oriented environment that prepares them for the professional world. Students will also be trained in current web technologies and in project management on assignments that will enhance their personal portfolio.

The general objectives for the program are:

- Demonstrate the use of appropriate visual elements and visual communication skills for interactive media.
- Create applications that solve specified problems through a variety of scripting techniques.
- Critique and evaluate appropriate design solutions.
- Design and develop media marketing and business plans.

<i>Course#</i>	<i>Course</i>	<i>Credit</i>
IM132	Digital Illustration	3
IM215	Interface Design	3
IM220	Introduction to Authoring	3
IM221	Design layout	3
IM223	Digital Visual Composition	3
IM230	Intermediate Scripting	3
IM240	Intermediate Authoring	3
IM243	Audio for Interactive Design	3
IM260	Design for Mobile Devices	3
IM295	Portfolio	3
IM330	Advanced Scripting	3
IM341	Interactive Motion Design	3
IM360	Intermediate Interactive Motion	3
IM430	Designing for Dynamic Websites	3
IM441	Interactive Motion Scripting	3
IM461	Advanced Dynamic Web Site Design	3
Totals		48

CORE COURSE DESCRIPTIONS

IM132 DIGITAL ILLUSTRATION

3 Credits

Course Prerequisite: None

This course will help students communicate and design with the computer as a professional tool. Using vector software applications, the student will demonstrate an understanding of electronic illustration. The course will explore vector-based graphic applications that are considered to be industry standard.

IM215 INTERFACE DESIGN

3 Credits

Course Prerequisite: None

This course focuses on the nature and principles of interface design. Students will learn the functions of flowcharting, linking, branching and the basic principles of interactivities between action and response. Students will develop a concept, produce a flowchart, and complete the design of an interface using principles of design aesthetics and usability.

IM220 INTRODUCTION TO AUTHORING

3 Credits

Course Prerequisite: None

This course will introduce the student to concepts and software utilized in the development of integrated, interactive media. Students will create an integrated media presentation.

IM221 DESIGN LAYOUT

3 Credits

Course Prerequisite: None

This course will enable the student to better design with type and visuals, and utilize technology in problem solving. Emphasis will be placed on the process of design development from roughs to comprehensives, layout and marker techniques, and the grid system for multi-component layouts.

IM223 DIGITAL VISUAL COMPOSITION

3 Credits

Course Prerequisite: IM221 Design Layout

This course introduces students to the fundamental terminology, concepts, and techniques of digital visual composition for both static and moving images. Instruction is given on basic techniques of production, including digital still camera, as well as camcorder orientation, lighting, set-up, and operation. It focuses on the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of moving and static images.

IM230 INTERMEDIATE SCRIPTING

3 Credits

Course Prerequisite: IM130 Introduction to Scripting; or Academic Director Approval

Students will refine scripting skills to produce dynamic Web sites. Students will also acquire skills needed to design, develop, and produce practical applications (applets).

IM240 INTERMEDIATE AUTHORIZING

3 Credits

Course Prerequisite: IM220 Introduction to Authoring

This course will build on the skills taught in the Introduction to Authoring class. Students will design production quality interactive media presentations using intermediate-level scripting techniques, focusing on good user interface design and usability.

IM243 AUDIO FOR INTERACTIVE DESIGN

3 Credits

Course Prerequisite: None

This course includes the principles and practices of digital audio in an interactive design setting. Students learn to use current digital audio programs for recording, editing, sequencing, and mixing for a variety of outputs and applications.

IM260 DESIGN FOR MOBILE DEVICES

3 Credits

Course Prerequisite: IM215 Interface Design

Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student-designed interfaces.

IM295 PORTFOLIO

3 Credits

Course Prerequisite: Approval of Academic Director

This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies.

IM330 ADVANCED SCRIPTING

3 Credits

Course Prerequisite: IM230 Intermediate Scripting

Students will refine dynamic scripting skills to develop complex interactivity and applications (applets). The course also examines client-side forms in conjunction with server-side scripting applications.

IM341 INTERACTIVE MOTION DESIGN

3 Credits

Course Prerequisite: IM240 Intermediate Authoring

Interactive Motion Design is an intermediate level course focusing on motion graphics as an interactive design solution.

IM360 INTERMEDIATE INTERACTIVE MOTION DESIGN

3 Credits

Course Prerequisite: IM341 Interactive Motion Design

This course will expose students to the disciplines used in finalizing a video or animation project using compositing software. The class will reinforce compositing concepts, techniques, and vocabulary that students have learned in previous classes. More sophisticated tools and techniques will be introduced. Each student should produce a final edited project utilizing these skills.

IM430 DESIGNING FOR DYNAMIC WEBSITES

3 Credits

Course Prerequisite: IM330 Advanced Scripting

Students will apply user-centered design principles, database structures, and server-side scripting to create dynamic Web sites. Particular attention will be paid to design issues relating to the display of dynamic content on the screen and how that dynamic content will be delivered.

IM441 INTERACTIVE MOTION SCRIPTING

3 Credits

Course Prerequisite: IM341 Interactive Motion

An advanced course that applies motion graphics as an integrated interactive solution; students will script interaction, sequencing, and motion for interactive projects.

IM461 ADVANCED DYNAMIC WEB SITE DESIGN

3 Credits

Course Prerequisite: IM430 Designing for Dynamic Websites

This course will build on the skills taught in the Designing for Dynamic Websites class. Students will create dynamic web sites using advanced user-centered design principles, database structures and server-side scripting.

NEW BACHELOR OF ARTS PROGRAMS

GAME ART & DESIGN – BACHELOR OF ARTS: *Effective January 2012*

180 Credits, Twelve 11-week quarters, or 132 weeks

The process of designing and producing digital games and other types of interactive multimedia involves a variety of people utilizing specialized skills. Some of these skills are conceptual: designing game concepts and interactions or creating stories. Some of these skills are artistic: drawing and sketching, creating 3D models, 3D animation, and texture mapping for 3D, using industry standard software; photo manipulation and original creation of 2D art for backgrounds, and characters, and props using imaging software. Some of these skills are managerial: determining budgets and schedules for project completion and assembling the right group of creative people. Game artists may be specialists in one or two aspects of the total game development process, but their value as participants in that process is enhanced by a comprehensive knowledge of the entire operation.

In pursuing the bachelor's degree in Game Art & Design, students are encouraged to master traditional skills through a rich variety of fundamental art courses while learning to use 2D and 3D design tools to create characters, backgrounds, animations, and textures used in producing digital games and related interactive media. In addition, they acquire a level of awareness and knowledge of the terminology used in programming and scripting to be able to converse intelligently with programmers. The bachelor's degree program also provides a unique learning opportunity in the management of projects and game development teams. Anticipated assignments and projects include designing gameplay and back stories; creating characters and related environments; employing 3D modeling and animation software to create game art; employing 2D image software to create backgrounds and 3D textures; and applying knowledge of games to evaluate game products.

The bachelor's degree program in Game Art & Design prepares graduates for entry-level positions in the game and other industries as 2D and 3D artists, texture mappers, and project managers; with experience and advancement some graduates may become game and level designers. Graduates will work as members of development teams to produce digital games, interactive entertainment, and educational and training software products.

Objectives: Upon completion of this program graduates will be able to:

- Create a back story, character biographies, concept bible, and script
- Operate image manipulation and 3D software
- Program in a high level language
- Create playable demo-grade game levels using one or more industry-standard engines or development kits
- Develop, analyze, and refine creative concepts from initial idea as thumbnail sketches to final product

Course No.	Course Name	Credits
AR101	Fundamentals of Drawing♦	3
AR111	Fundamentals of Design♦	3
AR121	Perspective♦	3
AR150	Life Drawing & Gesture♦	3
AR181	Color Theory♦	3
AR210	Figure Sculpture♦	3
AR220	Drawing & Anatomy♦	3
CG131	Image Manipulation♦	3
FX231	Storyboarding♦	3
GA101	Introduction to Game Development♦	3
GA120	Interactive Story Telling♦	3
GA180	Character & Object Design♦	3
GA190	Game Design & Game Play♦	3
GA225	Texture Mapping for Games♦	3
GA240	Material & Lighting♦	3
GA241	Game Modeling♦	3
GA295	Background Design & Layout♦	3
GA310	Interior Spaces & Worlds♦	3
GA315	Game Production Pipeline♦	3
GA320	Hard Surface and Organic Modeling♦	3
GA330	Level Design♦	3
GA335	Lighting & Texture♦	3
GA340	Programming for Artists♦	3
GA345	Character Modeling♦	3
GA350	Advanced Level Design♦	3
GA355	Game Prototyping♦	3
GA360	Project Management for Game Art & Design♦	3
GA370	3D Character Rigging♦	3
GA410	Advanced Game Prototyping ♦	3
GA420	Interface Design♦	3
GA425	2D Digital Authoring♦	3
GA430	Sound Design for Games♦	3
GA440	Game Animation♦	3
GA441	Team Production I♦	3
GA445	Team Production II♦	3
GA455	Portfolio♦	3
GA460	3D Scripting♦	3
GA470	Advanced 3D Animation♦	3
MA150	2D Animation Principles♦	3
MA201	3D Modeling♦	3
MA260	3D Animation♦	3
PD391	Team Production Planning♦	3

General Education Classes

ARH107	Art History**	4
COM201	Speech**	4
ENG101	English Composition**	4
ENG320	World Literature**	4
HIS301	U.S. History**	4
HIS341	History of Popular Culture**	4
HIS450	Japanese Pop Culture**	3
HUM211	Film and Society**	3
MAT104	College Algebra**	4
PHI201	Critical Thinking**	4
PHI421	Ethics**	4
PSY261	Psychology**	4
SCI250	Physics of Light, Sound & Motion	4
SOC211	Social Cultural Expression**	4

Total Credits 180

*= Area of Concentration; ** = General Education

Typical Course Sequence – Subject to change without notice at the discretion of the school

The Design & Technical Graphics bachelor's program approved for Veterans G.I. Bill Education Benefits.

CORE COURSE DESCRIPTIONS

AR101 FUNDAMENTALS OF DRAWING

3 Credits

Prerequisite: None

Visual awareness is expanded through the observation and translation of three-dimensional forms into two-dimensional drawings. Starting with simple forms and progressing to more complex organic forms, students will increase their skill levels in construction techniques, composition, and line quality.

AR111 FUNDAMENTALS OF DESIGN

3 Credits

Prerequisite: None

The creative process is introduced using the visual elements of art to provide the student with a firm, workable foundation in design. This class is fundamental in learning how to make appropriate design decisions while organizing visual space. A variety of concepts, materials, and techniques are used to investigate the aesthetic, scientific, and psychological properties of design.

AR121 PERSPECTIVE

3 Credits

Prerequisite: None

Basic one-, two-, and three-point mechanical perspective with an emphasis on three-dimensional space perception is introduced in this course. Students learn the use of basic art and drafting tools.

A

R150 LIFE DRAWING & GESTURE**3 Credits****Prerequisite: AR101 Fundamentals of Drawing**

In this introductory course on drawing the human figure, students will continue developing their drawing skills. Course will focus on an interpretation of the human body, based on major masses organized by gestural line. Line of action, gesture, motion, measurement, and foreshortening will be covered in this course.

AR181 COLOR THEORY**3 Credits****Prerequisite: None**

The creative process is introduced using the visual elements of both additive and subtractive color and the basic principles of design. The psychological and cultural aspects of color will be examined in making appropriate design decisions. Color concepts used in a variety of disciplines will be explored. Students will be able to utilize the basic principles and elements of design theory as they apply to assigned projects.

AR210 FIGURE SCULPTURE**3 Credits****Prerequisite: AR150 Life Drawing & Gesture**

Basic principles of design, such as balance, rhythm, contrast, and harmony are covered in this course. Students develop three-dimensional designs and sculptures from paper, found materials, and clay. Three-dimensional forms, compositions and aesthetics are discussed and applied. The course also emphasizes character development.

AR220 DRAWING & ANATOMY**3 Credits****Prerequisite: AR150 Life Drawing & Gesture**

Students will continue to develop drawing skills and will focus on basic anatomical structures of human and animal forms.

CG131 IMAGE MANIPULATION**3 Credits****Pre-requisite: None**

This course is designed to examine photo retouching and image manipulation using computers. Employing software applications to scan original artwork, photos, or public domain images from CD-ROMs, students will use filtering capabilities, interactive brightness and contrast controls, and other image manipulation tools to enhance and retouch the images.

FX231 STORYBOARDING**3 Credits****Prerequisite: None**

This course focuses on planning for complex layered composites. Students will apply industry-standard storyboarding and scripting techniques to visual effects. Contents to be covered include purposes and formats of storyboards, basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.

GA101 INTRODUCTION TO GAME DEVELOPMENT**3 Credits****Prerequisite: None**

This course introduces students to the game industries. Specifically, it will focus on entry-level employment opportunities and responsibilities, career paths, industry products, and their characteristics. The course will also expose students to the processes through which games are developed.

GA120 INTERACTIVE STORY TELLING

3 Credits

Prerequisite: None

This course will focus on the aspects of interactive and multi-threaded storytelling. Narrative scripting techniques will also be taught. Scripts will be developed with an emphasis on characterization, plotting, target audience, messages and script format.

GA180 CHARACTER & OBJECT DESIGN

3 Credits

Prerequisite: AR220 Drawing & Anatomy

This course focuses on designing and drawing characters or objects for animation using line to accurately delineate the form. Attention is given to appropriate proportion and form for an animated character or object. Characters and objects are created using various media.

GA190 GAME DESIGN & GAME PLAY

3 Credits

Prerequisite: GA101 Introduction to Game Development

A well-designed game is an integration of artistic and technological components that must have a clearly defined goal, set of game criteria and rules for game play. Students learn the fundamentals of what makes a game enjoyable, playable, challenging, and marketable by creating a game document.

GA225 TEXTURE MAPPING FOR GAMES

3 Credits

Prerequisite: CG131 Image Manipulation

In this class students will be introduced to the process of creating and working with textures for the game genre. Advanced image manipulation techniques will be learned and applied here. Introduction to a shading network as it applies in a 3D Software package will be explored.

GA240 MATERIAL & LIGHTING

3 Credits

Prerequisite: GA101 Introduction to Game Development

In this class students will be introduced to materials, textures and lighting strategies to add detail and realism to objects without adding complexity to the model. Students will simulate real world surfaces and textures.

GA241 GAME MODELING

3 Credits

Prerequisite: MA201 3D Modeling

In this course students will create 3D models for use in a real time environment, emphasizing game specific techniques using industry-standard 3D software.

GA295 BACKGROUND DESIGN & LAYOUT

3 Credits

Prerequisite: AR121 Perspective

This course focuses on the fundamentals of background layout with an emphasis on perspective, composition, design basics, staging, mood, texture and lighting. Students will also learn the basics of using props as background and foreground design elements.

GA310 INTERIOR SPACES & WORLDS

3 Credits

Prerequisite: MA201 3D Modeling

In this course students will create 3D environments representing interiors and exteriors for use in game production. Topics in this course will include principles of lighting, architectural elements, and using industry standard techniques for asset creation.

GA315 GAME PRODUCTION PIPELINE

3 Credits

Prerequisite: MA201 3D Modeling

A survey of the processes and methods necessary for developing game specific content for contemporary game engines with a concentration on efficient production management.

GA320 HARD SURFACE AND ORGANIC MODELING

3 Credits

Prerequisite: MA201 3D Modeling

This course covers advanced modeling techniques used for building organic and hard surface objects and environments.

GA330 LEVEL DESIGN

3 Credits

Prerequisite: GA190 Game Design & Game Play

Using learned concepts from the game design and game play course, students analyze and extract level design needs. Students begin the process of determining the basic design elements and assets necessary to create a level.

GA335 LIGHTING & TEXTURE

3 Credits

Prerequisite: GA240 Material & Lighting

In this course, students will continue to develop lighting and texturing skills and carry out professional quality lighting and texturing projects to be used for their portfolio.

GA340 PROGRAMMING FOR ARTISTS

3 Credits

Prerequisite: MA260 3D Animation

This course introduces basic scripting to extend the capabilities of the artist working in media applications. Students will be introduced to data structures, constructs, classes, and high level scripting languages. A functional application relating to their field of study will be produced utilizing a scripting language.

GA345 CHARACTER MODELING

3 Credits

Prerequisite: MA260 3D Animation

In this course, students will use advanced modeling techniques to create 3D characters. Students will research and create character models based on anatomy using industry standard techniques.

GA350 ADVANCED LEVEL DESIGN

3 Credits

Prerequisite: GA330 Level Design

Create playable levels using an industry standard level editor and tools. Emphasis is on implementation of the design and assets. Building on abilities gained in the Level Design course, students will create more intricate design elements.

GA355 GAME PROTOTYPING

3 Credits

Prerequisite: GA330 Level Design

In this course, students will perform as members of a pre-determined team to create a game level within an existing engine. Students will implement a pre-existing design determined by the teacher to create the game environment.

GA360 PROJECT MANAGEMENT FOR GAME ART & DESIGN

3 Credits

Prerequisite: GA190 Game Design & Game Play

A specialized project management course for Game Art & Design. Students learn to organize personnel, equipment, and a variety of other media assets for production purposes. Emphasis is placed upon skills and techniques for goal-setting, strategic planning, organization, communication, risk management, efficiency, and cost effectiveness. Legal aspects of the game production business are also covered.

GA370 3D CHARACTER RIGGING

3 Credits

Prerequisite: GA345 Character Modeling

This course is to introduce the student to fundamentals of character setup. The character setup will be tested by animation assignments. During the course each student will create, set up and test a character model.

GA410 ADVANCED GAME PROTOTYPING

3 Credits

Prerequisite: GA355 Game Prototyping

In this course, students will perform as members of a pre-determined team to create a game level within an existing engine. Students will continue to develop a project that began in the Game Prototyping class by a different team of students. Final will be complete delivery of project through a presentation and use of marketing materials.

GA420 INTERFACE DESIGN

3 Credits

Prerequisite: GA330 Level Design

This course focuses on the nature and principles of interface design. Students will learn the functions of flowcharting, linking, branching and the basic principles of interactivities between action and response. Students will develop a concept, produce a flowchart, and complete the design of an interface using principles of design aesthetics and usability.

GA425 2D DIGITAL AUTHORING

3 Credits

Prerequisite: GA340 Programming for Artists

This course incorporates various media elements into a demonstrative work. It incorporates elements of video, audio, animations, user interface design, CD/DVD authoring, and web page authoring to produce an effective final product.

GA430 SOUND DESIGN FOR GAMES

3 Credits

Prerequisite: GA355 Game Prototyping

In this course the student studies sound characteristics of digital games and explores the various methods for creating and adapting audio effects. Basic principles of acoustics, voice recording, music selection and editing and digital audio processes will be covered. Various sound design techniques within a gaming context and principles of audio fidelity, format conversion, and compression will be introduced. The student will create and assemble audio assets for a targeted project.

GA440 GAME ANIMATION

3 Credits

Prerequisite: MA260 3D Animation

This class explores game specific animation and how it is applied in real-time environments. It looks at creative solutions to handling constraints unique to individual game engines.

GA441 TEAM PRODUCTION I

3 Credits

Prerequisite: PD391 Team Production Planning

This course will build upon the Team Project Plan course. Students will either select or accept a specific role on the production team and, acting in a timely and professional capacity, ensure that the game project is completed. Students will create and refine the game production document, level designs, basic 2D art and 3D models to be combined into a playable Game Demo in Production Team II.

GA445 TEAM PRODUCTION II

3 Credits

Prerequisite: GA441 Team Production I

This is a team production course. Under the guidance of an instructor, students will continue to work in teams and complete the game project started in Team Production I.

GA455 PORTFOLIO

3 Credits

Prerequisite: GA470 Advanced 3D Animation

This course focuses on the completion of a student's portfolio and enables the student to begin their career search. Students will present work for the portfolio and will review and determine the quality of the work and make any enhancements necessary. The student will also complete several targeted, professional resumes and an extensive job search.

GA460 3D SCRIPTING

3 Credits

Prerequisite: GA340 Programming for Artists

This course applies scripting skills to a 3D engine in order to extend the capabilities of the artist in creating a prototype game or demonstration. Students will implement scripts to incorporate interface elements, alter in-game assets, and manipulate the in-game camera.

GA470 ADVANCED 3D ANIMATION

3 Credits

Prerequisite: GA370 3D Character Rigging

This course is the culmination of all modeling and animation courses. Students will create work based on understanding of modeling, animation and rigging.

MA150 2D ANIMATION PRINCIPLES

3 Credits

Prerequisite: AR121 Perspective

Students will study timing and weight through a series of projects designed to demonstrate the principles of animation. Issues such as keyframing, in-betweening, and cycling will be addressed.

MA201 3D MODELING

3 Credits

Prerequisite: AR210 Figure Sculpture

Through critical analysis, the student will apply basic design principles to the solution of visual problems using elements of 3D design. The student will conceptualize 3D coordinate systems, construct 3D models, and apply them to geometric construction.

MA260 3D ANIMATION

3 Credits

Prerequisite: MA201 3D Modeling

Students are introduced to basic 3D animation techniques. Topics to be covered include hierarchical linking, keyframing, function curves, animated modifiers, basic morphing, animated cameras, and an introduction to character animation.

PD391 TEAM PRODUCTION PLANNING

3 Credits

Prerequisite: AD Approval

During the course, students research a Game Art & Design topic and begin the preproduction process for their team projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results.

GENERAL EDUCATION COURSE DESCRIPTIONS

ARH107 ART HISTORY

4 credits

Prerequisite: None

This course presents a comparative study and comprehensive presentation of visual images and design that chronicles the socioeconomic, political, technical, and philosophical evolution of Western Civilization from ancient times to the present. Students solve assigned design problems to demonstrate their understanding of art history.

COM201 SPEECH

4 Credits

Course Prerequisite: None

Students will learn how to communicate their ideas effectively to others through oral and visual presentations. Students learn how to assimilate and present information logically and rationally, using research methodology and available resources, demonstrating professional performance.

ENG101 ENGLISH COMPOSITION

4 Credits

Course Prerequisite: None

This course emphasizes the planning, writing, and revising of compositions, including the development of critical and logical thinking skills. Essays demonstrate expressive and informative writing, as well as analytical, evaluative, and persuasive writing.

ENG320 WORLD LITERATURE**4 credits****Prerequisite: ENG101 English Composition**

This course expands and refines the objectives of English Composition. It emphasizes critical and logical thinking skills, reading comprehension, problem definition, research strategies, as well as analytical, evaluative, and/or persuasive writing.

HIS301 U.S. HISTORY**4 Credits****Course Prerequisite: None**

This course will examine the history of the United States by exploring the origins of contemporary American culture, its institutions, and values

HIS341 HISTORY OF POPULAR CULTURE**4 Credits****Pre-requisite: None**

The development of popular entertainment owes much to American myths, icons, heroes, and institutions, as represented in American popular culture from the late nineteenth century to the present. Students examine the history of these art forms through popular novels, films, radio programs, songs, and television.

HIS460 JAPANESE POP CULTURE**3 Credits****Prerequisite: None**

The development of popular entertainment owes much to Japanese myths, icons, heroes, and institutions as represented in Japanese popular culture from the late nineteenth century to the present. Students examine the history of these art forms through popular novels, films, radio programs, songs, and television.

HUM211 FILM AND SOCIETY**3 credits****Prerequisite: None**

This course examines twentieth-century culture and society through film. Students will critically analyze how cultural and social conflicts are portrayed and worked out in popular films, and examine how motion pictures create a window into modern society. Students will also learn how to read film as cultural texts to better understand history and culture manifestations.

MAT104 COLLEGE ALGEBRA**4 Credits****Course Prerequisite: None**

This course includes the necessary skills to solve algebraic problems, graph algebraic functions, and simplify complex algebraic expressions.

PHI201 CRITICAL THINKING**4 Credits****Course Prerequisite: None**

This course is designed to assist students in becoming more effective learners. Content focuses on identifying and developing skills, processes, and techniques for effective assimilation of knowledge. Reasoning principles for critical analysis and evaluation of thought and discourse will be explored. Students learn to apply creative and critical techniques in problem solving and decision-making.

PHI421 ETHICS**4 credits****Prerequisite: None**

Students participate in an examination of human life, experience, and thought in order to discover and develop the principles and values of pursuing a more fulfilled existence. Theories designed to justify ethical judgments are applied in a selection of contemporary personal and social issues.

PSY261 PSYCHOLOGY**4 Credits****Course Prerequisite: None**

This course is designed to introduce the student to the nature of psychology. Topics discussed include aspects of human development, personality theory, psychological aspects of stress, and the psychology of learning, creativity, and motivation. The course will provide, through both content and methodology, insight into human behavior and self-awareness.

SCI250 PHYSICS OF LIGHT, SOUND & MOTION**3 Credits****Prerequisite: None**

In this course students will investigate scientific theory, psychological phenomena and the uses of technology in the physics of light, sound and motion. The class will also cover how physics relates to a visual art, media and the view of an audience.

SOC211 SOCIAL CULTURAL EXPRESSION**4 credits****Prerequisite: None**

This course seeks to explore the history, customs, social interaction, heritage, and regionalism of a specific people. Each quarter, a different culture is selected for in-depth research and examination. Students will gain perspective on numerous aspects of a given culture and will make comparisons between that culture and their own, enabling them to develop a greater understanding of the implications of diverse processes of socialization.

MEDIA ARTS & ANIMATION – BACHELOR OF ARTS: *Effective January 2012*

180 Credits, Twelve 11-week quarters, or 132 weeks

The Bachelor's level Media Arts and Animation program provides graduates with the relevant career skills needed to obtain and develop careers in the animation industry. The goal is accomplished through a focused curriculum based on industry validated program exit competencies. Faculty who possess industry experience and content expertise as well as appropriate resources support the curriculum.

The Bachelor's level program in Media Arts and Animation is a twelve quarter program. The program provides the graduate with art, design, technical, business, and life skills needed to develop and sustain a career in the fields of animation and related media arts. Career opportunities for graduates of an animation program represent a mixture of 2-D, 3-D and production.

The bachelor's degree program in Game Art & Design prepares graduates for entry-level positions in design or modeling, texture painting, animation, lighting, compositing and rendering. Someone who can do all of these steps at least acceptably can work as a generalist, but most individuals will be stronger in one or more of these tasks. Differences are created both by talent or less of it, motivation and willingness to work hard, and by training and experience.

Objectives: Upon completion of this program graduates will be able to:

- Create a fully developed concept, character designs, storyboard, and animatic of the project
- Apply traditional animation concepts and techniques within a 3D environment
- Produce appropriate audio effects and transitions in computer animation
- Apply industry-standard capture techniques, such as image scanning, video capture and pencil test in the creation of 2D animation
- Develop, analyze, and refine creative concepts from initial idea as thumbnail sketches to final product

Course No.	Course Name	Credits
AR101	Fundamentals of Drawing♦	3
AR111	Fundamentals of Design♦	3
AR121	Perspective♦	3
AR150	Life Drawing & Gesture♦	3
AR181	Color Theory♦	3
AR210	Figure Sculpture♦	3
AR220	Drawing & Anatomy♦	3
CG131	Image Manipulation♦	3
CG135	Traditional Typography♦	3
CG295	Web Animation♦	3
FX231	Storyboarding♦	3
GA180	Character & Object Design♦	3
GA295	Background Design & Layout♦	3
GA345	Character Modeling♦	3
MA110	Language of Animation & Film♦	3
MA150	2D Animation Principles♦	3
MA160	2D Animation♦	3
MA185	Motion Graphics♦	3
MA201	3D Modeling♦	3
MA210	Conceptual Storytelling♦	3
MA215	Digital Ink & Paint♦	3
MA220	Audio for Animation♦	3
MA225	Camera Techniques♦	3
MA260	3D Animation♦	3
MA261	Hard Surface & Organic Modeling♦	3
MA310	Acting & Movement♦	3
MA321	3D Character Rigging♦	3
MA331	Material & Lighting♦	3
MA351	Portfolio Foundations♦	3
MA355	Pre-Production Team♦	3
MA361	3D Character Animation♦	3
MA365	Advanced Drawing for Animation♦	3
MA371	Editing Techniques♦	3
MA381	Advanced Lighting & Texturing♦	3
MA401	Motion Capture♦	3
MA410	3D Visual Effects♦	3
MA411	Compositing♦	3
MA431	2D Animation Studio♦	3
MA451	Animation Portfolio Production♦	3
MA461 or	Special Topics♦ or	3
EX400	Externship♦	
MA471	Animation Portfolio♦	3

PD391	Team Production Planning♦	3
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General Education Classes

ARH107	Art History**	4
COM201	Speech**	4
ENG101	English Composition**	4
ENG320	World Literature**	4
HIS301	U.S. History**	4
HIS341	History of Popular Culture**	4
HIS450	Japanese Pop Culture**	3
HUM211	Film and Society**	3
MAT104	College Algebra**	4
PHI201	Critical Thinking**	4
PHI421	Ethics**	4
PSY261	Psychology**	4
SCI250	Physics of Light, Sound & Motion	4
SOC211	Social Cultural Expression**	4

Total Credits 180

♦= Area of Concentration; ** = General Education

Typical Course Sequence – Subject to change without notice at the discretion of the school

The Media Arts & Animation bachelor's program approved for Veterans G.I. Bill Education Benefits.

CORE COURSE DESCRIPTIONS

AR101 FUNDAMENTALS OF DRAWING

3 Credits

Prerequisite: None

Visual awareness is expanded through the observation and translation of three-dimensional forms into two-dimensional drawings. Starting with simple forms and progressing to more complex organic forms, students will increase their skill levels in construction techniques, composition, and line quality.

AR111 FUNDAMENTALS OF DESIGN

3 Credits

Prerequisite: None

The creative process is introduced using the visual elements of art to provide the student with a firm, workable foundation in design. This class is fundamental in learning how to make appropriate design decisions while organizing visual space. A variety of concepts, materials, and techniques are used to investigate the aesthetic, scientific, and psychological properties of design.

AR121 PERSPECTIVE

3 Credits

Prerequisite: None

Basic one-, two-, and three-point mechanical perspective with an emphasis on three-dimensional space perception is introduced in this course. Students learn the use of basic art and drafting tools.

AR150 LIFE DRAWING & GESTURE

3 Credits

Prerequisite: AR101 Fundamentals of Drawing

In this introductory course on drawing the human figure, students will continue developing their drawing skills. Course will focus on an interpretation of the human body, based on major masses organized by gestural line. Line of action, gesture, motion, measurement, and foreshortening will be covered in this course.

AR181 COLOR THEORY

3 Credits

Prerequisite: None

The creative process is introduced using the visual elements of both additive and subtractive color and the basic principles of design. The psychological and cultural aspects of color will be examined in making appropriate design decisions. Color concepts used in a variety of disciplines will be explored. Students will be able to utilize the basic principles and elements of design theory as they apply to assigned projects.

AR210 FIGURE SCULPTURE

3 Credits

Prerequisite: AR150 Life Drawing & Gesture

Basic principles of design, such as balance, rhythm, contrast, and harmony are covered in this course. Students develop three-dimensional designs and sculptures from paper, found materials, and clay. Three-dimensional forms, compositions and aesthetics are discussed and applied. The course also emphasizes character development.

AR220 DRAWING & ANATOMY

3 Credits

Prerequisite: AR150 Life Drawing & Gesture

Students will continue to develop drawing skills and will focus on basic anatomical structures of human and animal forms.

CG131 IMAGE MANIPULATION

3 Credits

Pre-requisite: None

This course is designed to examine photo retouching and image manipulation using computers. Employing software applications to scan original artwork, photos, or public domain images from CD-ROMs, students will use filtering capabilities, interactive brightness and contrast controls, and other image manipulation tools to enhance and retouch the images.

CG135 TRADITIONAL TYPOGRAPHY

3 Credits

Pre-requisite: None

Students are introduced to the history of type. Relationships of letters, space, fonts, and type systems will be studied and applied. Students will style text and letterforms and incorporate type in compositions. This class is fundamental in learning how to make appropriate type and design decisions while organizing visual space.

CG295 WEB ANIMATION**3 Credits****Prerequisite: CG131 Image Manipulation**

This course investigates the use of animation in the development of interactive as well as non-interactive digital media art. The class will emphasize the mechanics of 2-D animation with audio and interactivity. Focused consideration of the Internet will be conducted by emphasizing related parameters and protocols.

EX400 EXTERNSHIP**3 Credits****Prerequisite: Academic Director Approval**

Students may choose as an elective to participate in an externship program by working part-time with cooperating employers. Field experience in the student's area of interest is gained by applying competencies learned in previous courses. Coordinated by Career Advisors, administered by Academic Directors, and evaluated by Faculty Advisors, the experience enhances the student's overall understanding of his/her chosen field.

FX231 STORYBOARDING**3 Credits****Prerequisite: None**

This course focuses on planning for complex layered composites. Students will apply industry-standard storyboarding and scripting techniques to visual effects. Contents to be covered include purposes and formats of storyboards, basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.

GA180 CHARACTER & OBJECT DESIGN**3 Credits****Prerequisite: AR220 Drawing & Anatomy**

This course focuses on designing and drawing characters or objects for animation using line to accurately delineate the form. Attention is given to appropriate proportion and form for an animated character or object. Characters and objects are created using various media.

GA295 BACKGROUND DESIGN & LAYOUT**3 Credits****Prerequisite: AR121 Perspective**

This course focuses on the fundamentals of background layout with an emphasis on perspective, composition, design basics, staging, mood, texture and lighting. Students will also learn the basics of using props as background and foreground design elements.

GA345 CHARACTER MODELING**3 Credits****Prerequisite: MA260 3D Animation**

In this course, students will use advanced modeling techniques to create 3D characters. Students will research and create character models based on anatomy using industry standard techniques.

MA110 LANGUAGE OF ANIMATION & FILM**3 Credits****Prerequisite: None**

Fundamentals of animated cinematography addressed through a historical survey. Course will consider trends and genres of animated film in a variety of media

MA150 2D ANIMATION PRINCIPLES**3 Credits****Prerequisite: AR121 Perspective**

Students will study timing and weight through a series of projects designed to demonstrate the principles of animation. Issues such as keyframing, in-betweening, and cycling will be addressed.

MA160 2D ANIMATION**3 Credits****Prerequisite: MA150 2D Animation Principles**

Students will apply basic animation principles to produce a sequence. Emphasis will be placed on timing and performance. Use of a capture device, pencil tests, inking, and other 2D animation skills will be explored.

MA185 MOTION GRAPHICS**3 Credits****Prerequisite: CG131 Image Manipulation**

This course is an introduction to the use of titling in the theatrical and broadcast graphics. Techniques for design and implementation will be covered. Students will produce title sequences and montages integrating image manipulation applications and other image processing support.

MA201 3D MODELING**3 Credits****Prerequisite: AR210 Figure Sculpture**

Through critical analysis, the student will apply basic design principles to the solution of visual problems using elements of 3D design. The student will conceptualize 3D coordinate systems, construct 3D models, and apply them to geometric construction.

MA210 CONCEPTUAL STORYTELLING**3 Credits****Prerequisite: None**

The course is an introduction to storytelling and the components of a story. The goal is to develop storytelling skills and an understanding of story form. Students will examine storytelling art through story structure, character, and composition. The course will include reading, writing, and discussion about traditional storytelling, as well as the impact of technology and interactivity on storytelling. Students will learn to craft, analyze, and critique stories while working with the tools necessary to present material in digital format.

MA215 DIGITAL INK & PAINT**3 Credits****Prerequisite: MA150 2D Animation Principles**

This course is an introduction to the computer as an ink and paint media for animation. Basics of scanning, clean up, ink and paint, and camera will be explored.

MA220 AUDIO FOR ANIMATION**3 Credits****Prerequisite: None**

This course is a conceptual introduction to audio production techniques for animation. Students will learn to digitize sound and apply it for audio enhancement of their animations. Students will also learn how to produce appropriate audio effects and transition in computer animation.

MA225 CAMERA TECHNIQUES**3 Credits****Prerequisite: None**

In this course students learn techniques used in pre-production and /production including cameras, lenses, mounting equipment, framing and composition, and natural and studio lighting.

MA260 3D ANIMATION**3 Credits****Prerequisite: MA201 3D Modeling**

Students are introduced to basic 3D animation techniques. Topics to be covered include hierarchical linking, keyframing, function curves, animated modifiers, basic morphing, animated cameras, and an introduction to character animation.

MA261 HARD SURFACE & ORGANIC MODELING**3 Credits****Prerequisite: MA201 3D Modeling**

This course covers advanced modeling techniques used for building organic and hard surface objects and environments.

MA310 ACTING & MOVEMENT**3 Credits****Prerequisite: None**

This course is an introduction to acting as a tool of research through studies of animated movement. Characters' personalities, expressions, motivation, body language, and posture will be studied through classroom exercises in a variety of media.

MA321 3D CHARACTER RIGGING**3 Credits****Prerequisite: GA180 Character & Object Design**

This course is to introduce the student to fundamentals of character setup. The character setup will be tested by animation assignments. During the course each student will create, set up and test a character model.

MA331 MATERIAL & LIGHTING

3 Credits

Prerequisite: MA201 3D Modeling

In this class students will be introduced to materials, textures and lighting strategies to add detail and realism to objects without adding complexity to the model. Students will simulate real world surfaces and textures.

MA351 PORTFOLIO FOUNDATIONS

3 Credits

Prerequisite: MA261 Hard Surface & Organic Modeling

In this course, students begin production of their digital portfolio. Through class activities, students organize their work to reflect and enhance their individual strengths in computer animation.

MA355 PRE-PRODUCTION TEAM

3 Credits

Prerequisite: MA351 Material & Lighting

This course will expose students to the pre-production processes used in animation and related industries. The primary components of the course will be a thorough review of all pre-production activities and project management. Students will participate in production teams and will focus on planning of all aspects of an animation production.

MA361 3D CHARACTER ANIMATION

3 Credits

Prerequisite: MA321 3D Character Rigging

This is an advanced level 3D animation course building on techniques learned from previous modeling and animation courses. Students will learn how to apply real life action sequences to characters.

MA365 ADVANCED DRAWING FOR ANIMATION

3 Credits

Prerequisite: AR220 Drawing & Anatomy; AR150 Life Drawing & Gesture

Building on knowledge from preceding drawing courses, students will develop their drawing skills in the context of professional media arts and animation applications. This course will place emphasis on advanced drawing techniques and strengthening skills through real world observation.

MA371 EDITING TECHNIQUES

3 Credits

Prerequisite: MA225 Camera Techniques

In this course, students use the features and functions of video editing systems. Students also explore various media available for video input and output.

MA381 ADVANCED LIGHTING & TEXTURING

3 Credits

Prerequisite: MA331 Material & Lighting

In this course students will continue to develop lighting and texturing skills.

MA401 MOTION CAPTURE

3 Credits

Prerequisite: MA321 3D Character Rigging

This course covers the acquisition, refinement and application of performance capture in 3D space. Students will learn different uses, approaches to motion capture as well as its limitations.

MA410 3D VISUAL EFFECTS

3 Credits

Prerequisite: MA401 Motion Capture

Effects animation takes students through the basics of making special effects. Students will be using such tools as particles, soft bodies, dynamics and expressions to create several scenes.

MA411 COMPOSITING

3 Credits

Prerequisite: MA401 Motion Capture

Students in this course learn the concepts, techniques, and vocabulary of compositing. Students apply rotoscope, matchmoving, keying, layering, and alpha channel to final animation projects.

MA431 2D ANIMATION STUDIO

3 Credits

Prerequisite: MA150 2D Animation Principles

Students work with team members on actual animation jobs from the field, or create a completed animation that demonstrate storytelling techniques.

MA451 ANIMATION PORTFOLIO PRODUCTION

3 Credits

Prerequisite: MA351 Portfolio Foundations

In this course, students focus on the production phase of their digital portfolio. Through class activities, students organize their work to reflect and enhance their individual strengths in computer animation.

MA461 SPECIAL TOPICS

3 Credits

Prerequisite: MA410 3D Visual Effects

This course allows the student to select special topics in Media Arts & Animation and produce, under the guidance of an instructor, work related to the industry. The student will be exposed to the various applications of Media Art & Animation and apply Media Arts & Animation skills to chosen topics.

MA471 ANIMATION PORTFOLIO

3 Credits

Prerequisite: MA451 Animation Portfolio Production

Through this course, students complete the digital portion of their portfolio. The students assess the strengths and weaknesses of their work to augment the final presentation. The course stresses the importance of professional presentation.

PD391 TEAM PRODUCTION PLANNING

3 Credits

Prerequisite: AD Approval

During the course, students research a Game Art & Design topic and begin the preproduction process for their team projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results.

GENERAL EDUCATION COURSE DESCRIPTIONS

ARH107 ART HISTORY

4 credits

Prerequisite: None

This course presents a comparative study and comprehensive presentation of visual images and design that chronicles the socioeconomic, political, technical, and philosophical evolution of Western Civilization from ancient times to the present. Students solve assigned design problems to demonstrate their understanding of art history.

COM201 SPEECH

4 Credits

Course Prerequisite: None

Students will learn how to communicate their ideas effectively to others through oral and visual presentations. Students learn how to assimilate and present information logically and rationally, using research methodology and available resources, demonstrating professional performance.

ENG101 ENGLISH COMPOSITION

4 Credits

Course Prerequisite: None

This course emphasizes the planning, writing, and revising of compositions, including the development of critical and logical thinking skills. Essays demonstrate expressive and informative writing, as well as analytical, evaluative, and persuasive writing.

ENG320 WORLD LITERATURE

4 credits

Prerequisite: ENG101 English Composition

This course expands and refines the objectives of English Composition. It emphasizes critical and logical thinking skills, reading comprehension, problem definition, research strategies, as well as analytical, evaluative, and/or persuasive writing.

HIS301 U.S. HISTORY

4 Credits

Course Prerequisite: None

This course will examine the history of the United States by exploring the origins of contemporary American culture, its institutions, and values

HIS341 HISTORY OF POPULAR CULTURE

4 Credits

Pre-requisite: None

The development of popular entertainment owes much to American myths, icons, heroes, and institutions, as represented in American popular culture from the late nineteenth century to the present. Students examine the history of these art forms through popular novels, films, radio programs, songs, and television.

HIS450 JAPANESE POP CULTURE

3 Credits

Prerequisite: None

The development of popular entertainment owes much to Japanese myths, icons, heroes, and institutions as represented in Japanese popular culture from the late nineteenth century to the present. Students examine the history of these art forms through popular novels, films, radio programs, songs, and television.

HUM211 FILM AND SOCIETY

3 credits

Prerequisite: None

This course examines twentieth-century culture and society through film. Students will critically analyze how cultural and social conflicts are portrayed and worked out in popular films, and examine how motion pictures create a window into modern society. Students will also learn how to read film as cultural texts to better understand history and culture manifestations.

MAT104 COLLEGE ALGEBRA

4 Credits

Course Prerequisite: None

This course includes the necessary skills to solve algebraic problems, graph algebraic functions, and simplify complex algebraic expressions.

PHI201 CRITICAL THINKING

4 Credits

Course Prerequisite: None

This course is designed to assist students in becoming more effective learners. Content focuses on identifying and developing skills, processes, and techniques for effective assimilation of knowledge. Reasoning principles for critical analysis and evaluation of thought and discourse will be explored. Students learn to apply creative and critical techniques in problem solving and decision-making.

PHI421 ETHICS

4 credits

Prerequisite: None

Students participate in an examination of human life, experience, and thought in order to discover and develop the principles and values of pursuing a more fulfilled existence. Theories designed to justify ethical judgments are applied in a selection of contemporary personal and social issues.

PSY261 PSYCHOLOGY**4 Credits****Course Prerequisite: None**

This course is designed to introduce the student to the nature of psychology. Topics discussed include aspects of human development, personality theory, psychological aspects of stress, and the psychology of learning, creativity, and motivation. The course will provide, through both content and methodology, insight into human behavior and self-awareness.

SCI250 PHYSICS OF LIGHT, SOUND & MOTION**3 Credits****Prerequisite: None**

In this course students will investigate scientific theory, psychological phenomena and the uses of technology in the physics of light, sound and motion. The class will also cover how physics relates to a visual art, media and the view of an audience.

SOC211 SOCIAL CULTURAL EXPRESSION**4 credits****Prerequisite: None**

This course seeks to explore the history, customs, social interaction, heritage, and regionalism of a specific people. Each quarter, a different culture is selected for in-depth research and examination. Students will gain perspective on numerous aspects of a given culture and will make comparisons between that culture and their own, enabling them to develop a greater understanding of the implications of diverse processes of socialization.

VISUAL EFFECTS & MOTION GRAPHICS – BACHELOR OF ARTS: *Effective January 2012*

180 Credits, Twelve 11-week quarters, or 132 weeks

The Art Institutes Bachelor's Program in Visual Effects & Motion Graphics will train graduates in two major areas: motion graphics and digital compositing. These interrelated fields deal with design, layering and movement of digital elements and imagery.

Motion graphics is graphic design for broadcast and film, requiring additional skills in television technology, audio, video, animation and experimental graphics. A motion graphic specialist makes type, colors and images move, to communicate, educate, entertain, or build brand value. Examples of motion graphics work include film credits and television network identifiers, ranging from the CBS "eye" and the NBC peacock to the complex moving visuals that precede news or sports broadcast specials.

Digital compositing uses computer software to assemble various component images into a single integrated believable scene. The components that are digitally "layered" could be live action shots, digital animations or still images; combining them requires expertise in color and lighting adjustment, motion tracking and other related skills. Examples of digital compositing range from broadcast post-production to feature film visual effects, where imaginary animated elements are combined seamlessly with real world shots.

It should be noted here that the role of the compositor is different from that of the animator, who is usually a specialist creator of animated elements. Likewise the compositor is different from the editor, who determines shot length, order, pacing and transitions in a film or video production.

They will, in addition, be able to add sound to a project, synchronized to picture, create special effects that are based on animation and graphics, mix animations and graphics with live action film, using professional editing tools and processes. As technology and software are constantly evolving, students will be trained in diagnostic and problem solving techniques designed to orient them quickly to unfamiliar software environments and solve common technical problems. Finally, students will learn how to communicate an idea or tell a story effectively, as well as how to work in a collaborative environment.

Graduates of the program will find positions in broadcast and cable television, movie and television production, and in corporate video production. Further opportunities are developing with the growing use of video and other animation formats, such as Flash, on the Web. Another factor that will increase employment opportunities is the steadily increasing bandwidth available to entertainment and business companies, which will permit richer media for all distribution channels. The proliferation of inexpensive high quality digital video hardware and software will allow smaller companies to integrate post-production capabilities that were formerly cost-prohibitive, while yet another area of employment opportunity will be created by the further development and acceptance of interactive television.

The Visual Effects & Motion Graphics Program provides graduates with a variety of skills drawn from the fields of photography, graphic design, compositing, video, film, audio and animation, providing them with competitive entry level capabilities in both motion graphics and digital compositing. Program graduates will be able to edit and assemble a product for television, movies or the web, create opening titles for feature films and television shows, create station or network identification logos and bumpers, and design graphics which use type, color and brand elements.

Objectives: Upon completion of this program graduates will be able to:

- Describe various aspects of shot composition: framing, lighting, camera angle, camera movement, depth of field etc.
- Conceive, design, board, present, produce, author, test, and produce an interactive DVD project meeting current industry standards and specifications
- Describe the different visual/special fx processes including animation, post-production , and broadcast graphics
- Employ advanced compositing techniques
- Perform basic editing of voice, music and sound effects tracks using available software

Course No.	Course Name	Credits
AD351	Art Direction & The Creative Process♦	3
AR101	Fundamentals of Drawing♦	3
AR111	Fundamentals of Design♦	3
AR121	Perspective♦	3
AR131	Principles of Photography♦	3
AR181	Color Theory♦	3
AR210	Figure Sculpture♦	3
CG135	Traditional Typography♦	3
CG221	Broadcast Graphics♦	3
CG231	Digital Audio Video♦	3
CG251	Intermediate Broadcast Graphics♦	3
CG381	Advanced Broadcast Graphics♦	3
DF211	Fundamentals of Editing♦	3
DF215	Intermediate Editing♦	3
DF315	Advanced Editing♦	3
DM111	Sound Design♦	3
FX110	Introduction to VFX♦	3
FX121	3D Design♦	3
FX131	Computer Graphics♦	3
FX151	Maps, Mattes, and Masks♦	3
FX195	3D Modeling and Animation I♦	3
FX210	Intermediate VFX I♦	3
FX215	3D Modeling and Animation II♦	3
FX231	Storyboarding♦	3
FX260	Intermediate VFX II♦	3
FX295	Portfolio Preparation♦	3
FX310	Advanced VFX I♦	3
FX321	Post-Production Management♦	3
FX360	Advanced VFX II♦	3
FX371	3D Effects♦	3
FX391	Interactive Visual Design♦	3
FX395	Portfolio Development♦	3
FX410	Production Studio I♦	3
FX415 or	Special Topics♦ or	3
EX400	Externship♦	
FX460	Production Studio II♦	3
FX495	Portfolio Presentation♦	3
GR121	Graphic Symbolism♦	3
MA150	2D Animation Principles♦	3
MA210	Conceptual Storytelling♦	3
PD320	Media Business Law♦	3
VP111	Video Camera & Lighting♦	3

VP115 Introduction to Audio♦ 3

General Education Classes

ARH107	Art History**	4
COM201	Speech**	4
ENG101	English Composition**	4
ENG320	World Literature**	4
HIS301	U.S. History**	4
HIS341	History of Popular Culture**	4
HIS450	Japanese Pop Culture**	3
HUM211	Film and Society**	3
MAT104	College Algebra**	4
PHI201	Critical Thinking**	4
PHI421	Ethics**	4
PSY261	Psychology**	4
SCI250	Physics of Light, Sound & Motion**	4
SOC211	Social Cultural Expression**	4

Total Credits 180

♦= Area of Concentration; ** = General Education

Typical Course Sequence – Subject to change without notice at the discretion of the school

The Visual Effects & Motion Graphics bachelor's program approved for Veterans G.I. Bill Education Benefits.

CORE COURSE DESCRIPTIONS

AD351 ART DIRECTION & THE CREATIVE PROCESS

3 Credits

Prerequisite: None

This course examines the role of the Art Director in producing multi-faceted graphic design and electronic projects. Working in teams, students coordinate their creative efforts, from concept to finished output. Encouraging the team approach further enhances student leadership, communication, organization, and negotiation skills.

AR101 FUNDAMENTALS OF DRAWING

3 Credits

Prerequisite: None

Visual awareness is expanded through the observation and translation of three-dimensional forms into two-dimensional drawings. Starting with simple forms and progressing to more complex organic forms, students will increase their skill levels in construction techniques, composition, and line quality.

AR111 FUNDAMENTALS OF DESIGN

3 Credits

Prerequisite: None

The creative process is introduced using the visual elements of art to provide the student with a firm, workable foundation in design. This class is fundamental in learning how to make appropriate design

decisions while organizing visual space. A variety of concepts, materials, and techniques are used to investigate the aesthetic, scientific, and psychological properties of design.

AR121 PERSPECTIVE

3 Credits

Prerequisite: None

Basic one-, two-, and three-point mechanical perspective with an emphasis on three-dimensional space perception is introduced in this course. Students learn the use of basic art and drafting tools.

AR131 PRINCIPLES OF PHOTOGRAPHY

3 Credits

Prerequisite: None

This course introduces beginning students to the technical aspects of photography. Students complete photographic assignments related to basic camera operation and exposure control through the use of digital photographic techniques. This course does not include darkroom experience.

AR181 COLOR THEORY

3 Credits

Prerequisite: None

The creative process is introduced using the visual elements of both additive and subtractive color and the basic principles of design. The psychological and cultural aspects of color will be examined in making appropriate design decisions. Color concepts used in a variety of disciplines will be explored. Students will be able to utilize the basic principles and elements of design theory as they apply to assigned projects.

AR210 FIGURE SCULPTURE

3 Credits

Prerequisite: AR150 Life Drawing & Gesture

Basic principles of design, such as balance, rhythm, contrast, and harmony are covered in this course. Students develop three-dimensional designs and sculptures from paper, found materials, and clay. Three-dimensional forms, compositions and aesthetics are discussed and applied. The course also emphasizes character development.

CG135 TRADITIONAL TYPOGRAPHY

3 Credits

Pre-requisite: None

Students are introduced to the history of type. Relationships of letters, space, fonts, and type systems will be studied and applied. Students will style text and letterforms and incorporate type in compositions. This class is fundamental in learning how to make appropriate type and design decisions while organizing visual space.

CG221 BROADCAST GRAPHICS

3 Credits

Prerequisite: FX231 Storyboarding

The basic elements, principles, and attributes of design will be utilized to mechanically and digitally produce letters, numbers, symbols, and shapes. Students will apply storyboarding, typography, and logo design principles to create graphics for video, animation, multimedia, and Web design projects.

CG231 DIGITAL AUDIO VIDEO

3 Credits

Prerequisite: CG221 Broadcast Graphics

Sound and video are critical ingredients in the production of successful visual presentations. Students use digital sound and video editing equipment to organize audio and video clips to custom design video and narration to fit their media productions.

CG251 INTERMEDIATE BROADCAST GRAPHICS

3 Credits

Prerequisite: CG221 Broadcast Graphics

This course will expose students to the disciplines used in finalizing a video or animation project using compositing software. The class will reinforce compositing concepts, techniques, and vocabulary that students have learned in previous classes. More sophisticated tools and techniques will be introduced. Each student should produce a final edited project utilizing these skills.

CG381 ADVANCED BROADCAST GRAPHICS

3 Credits

Prerequisite: CG251 Intermediate Broadcast Graphics

This course will expose students to more advanced compositing techniques. The class will reinforce compositing concepts, techniques, and vocabulary that students have learned in previous classes. More sophisticated tools and techniques will be introduced. The class will focus mainly on group-oriented projects. Each student will have a vital role in producing a group project involving, animation, live action video, editing, and compositing for a final portfolio piece.

DF211 FUNDAMENTALS OF EDITING

3 Credits

Concurrent: VP111 Video Camera & Lighting

Students are introduced to various editing processes including cuts-only, A/B roll, offline, and non-linear editing. Students also learn project management, how the editing process begins in program design and preproduction, and how it continues through production to the final edit.

DF215 INTERMEDIATE EDITING

3 Credits

Prerequisite: DF211 Fundamentals of Editing

This course explores online editing including A/B roll, SMPTE time code, video effects, audio mastering, and character generator capabilities. Emphasis is placed on artistic, ethical, and technical considerations. Utilizing non-linear editing systems, students explore desktop editing and special effects in video applications.

DF315 ADVANCED EDITING

3 Credits

Prerequisite: DF215 Intermediate Editing

Focused on advanced editing systems and methods, this course enables students to process audio and video elements in media content and organize such content for total effect and final delivery. Students apply a comprehensive set of critical and evaluative skills to make sound judgment calls and sophisticated editing decisions.

DM111 SOUND DESIGN

3 Credits

Prerequisite: VP115 Introduction to Audio

This course focuses on voice, music, and sound effects, and the impact they have on the visual image. It also explores the various methods and techniques for digital sound composition and design. Students will focus on using digital sound systems and manipulating sound elements for intended effects in media content.

EX400 EXTERNSHIP

3 Credits

Prerequisite: Academic Director Approval

Students may choose as an elective to participate in an externship program by working part-time with cooperating employers. Field experience in the student's area of interest is gained by applying competencies learned in previous courses. Coordinated by Career Advisors, administered by Academic Directors, and evaluated by Faculty Advisors, the experience enhances the student's overall understanding of his/her chosen field.

FX110 INTRODUCTION TO VFX

3 Credits

Prerequisite: None

This course will explore various techniques to create and implement CGI into live action. The course will explore various methods of compositing and compositing concepts to enhance and expand productivity. Specific animation features and functions of the given software will be discussed and applied to the production of short 3D animation projects. Emphasis will be placed on creating CG environments and integrating elements into live action.

FX121 3D DESIGN

3 Credits

Prerequisite: None

A studio course exploring three-dimensional form and space. This course introduces students to the materials, techniques, and ideas that comprise the three-dimensional world of nature and "man-made" objects. The process begins with the concept, materials or observations and continues through lectures, demonstrations, critical analysis, and class discussion.

FX131 COMPUTER GRAPHICS

3 Credits

Prerequisite: None

This course introduces the student to digital imaging, hardware & software, scanning & resolution, photo manipulation, vector and raster formats, layout and desktop publishing. Students will utilize multiple computer applications and apply principles of design to create digital artwork.

FX151 MAPS, MATTES, AND MASKS

3 Credits

Prerequisite: FX131 Computer Graphics

This course continues the development of digital imaging skills, with an emphasis on advanced techniques in masking, maps, channels, and compositing.

FX195 3D MODELING AND ANIMATION I

3 Credits

Prerequisite: MA150 2D Animation Principles

Using a 3D modeling program, students will create and render 3D forms consisting of various combinations of light, color and texture.

FX210 INTERMEDIATE VFX I

3 Credits

Prerequisite: FX110 Introduction to VFX

This course begins with an overview of the history of visual effects with emphasis on the various effects processes in their historical contexts. It continues with discussions of the field of postproduction, animation and broadcast graphics and analysis of major sectors of those industries and career opportunities within them.

FX215 3D MODELING AND ANIMATION II

3 Credits

Prerequisite: FX195 3D Modeling and Animation I

This course will continue to explore the various techniques to create animation in a 3D environment. The emphasis will be on creating animated logo designs for use in broadcast and corporate presentation venues. The course will also explore various methods of compositing and compositing concepts to enhance and expand productivity. Specific animation features and functions of the given software will be discussed and applied to the production of short 3D animation projects. Emphasis will be placed on the ability to breakdown a scene into various layers and integrate those layers into a completed, seamless product.

FX231 STORYBOARDING

3 Credits

Prerequisite: None

This course focuses on planning for complex layered composites. Students will apply industry-standard storyboarding and scripting techniques to visual effects. Contents to be covered include purposes and formats of storyboards, basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.

FX260 INTERMEDIATE VFX II

3 Credits

Prerequisite: FX210 Intermediate VFX I

Utilizing various painting and compositing packages students will learn the principles of rotoscoping and digital painting, as applied to rig removal and special effects.

FX295 PORTFOLIO PREPARATION

3 Credits

Prerequisite: MA210 Conceptual Storytelling

Students will create Treatments, Scripts, Storyboards and Shooting schedules for the acquisition of source material for the student's final portfolio.

FX310 ADVANCED VFX I

3 Credits

Prerequisite: FX260 Intermediate VFX II

This course will expose students to the disciplines used in creating and compositing video shot on a blue or green screen. More sophisticated methods will be introduced for color correcting and adjusting video to produce seamless composites. The class will reinforce compositing concepts, techniques, and vocabulary that students have learned in previous classes. Each student should produce a final edited project utilizing these skills. Concepts presented will include; various methods of keying, matte extraction, garbage matting, track mattes, traveling mattes, RGB color space, and color correction.

FX321 POST-PRODUCTION MANAGEMENT

3 Credits

Prerequisite: FX110 Introduction to VFX

Students will learn to manage the production process. They will develop skill in managing clients and personnel. Students will discover the critical nature of preplanning and organization. Course will explore the various technical and artist issues that effect a project. Students will understand the financial implications of project management. Skill will be developed in establishing timelines and deadlines.

FX360 ADVANCED VFX II

3 Credits

Prerequisite: FX310 Advanced VFX I

This course introduces students to the various methods of matching the motion shot on a live action plate and applying that motion to a digital element. 2D and 3D tracking methods will be introduced. The course will also introduce students to morphing technology and methods by which elements can be seamlessly blended together within the frame.

FX371 3D EFFECTS

3 Credits

Prerequisite: FX215 3D Modeling and Animation II

Using a 3D modeling program, students will use Particles systems from use in compositing as well as particle dynamics, space warps and effects such as combustion. Use 3d lighting to match real world lighting.

FX391 INTERACTIVE VISUAL DESIGN

3 Credits

Prerequisite: FX310 Advanced VFX I

Interactive Visual Design is a mastery level course encompassing broadcast design skills and information architecture as utilized in convergence media such as DVD and WebTV.

FX395 PORTFOLIO DEVELOPMENT

3 Credits

Prerequisite: FX295 Portfolio Preparation

This course continues the refinement of the student's digital portfolio. Student's will focus on meeting digital portfolio requirements, showcasing their individual strengths and areas of specialization. Students will apply time management, technical and artistic skills to complete final video.

FX410 PRODUCTION STUDIO I

3 Credits

Prerequisite: FX360 Advanced VFX II

In this course, two group projects will be produced. Students will build upon previously learned foundation skills in broadcast design and visual effects by simulating a real world production environment. Emphasis will be placed on both the competitive and collaborative aspects of broadcast design production, as well as various professional methods, procedures, techniques, skills, resources and equipment.

FX415 SPECIAL TOPICS

3 Credits

Prerequisite: FX460 Production Studio II

This course allows the student to select special topics in VFX and produce, under the guidance of an instructor, work related to the industry. The student will be exposed to the various applications of VFX and apply VFX skills to chosen topics.

FX460 PRODUCTION STUDIO II

3 Credits

Prerequisite: FX410 Production Studio I

This course is designed to expose students to the disciplines used in animation and related industries. In this course students will work as a production team to continue developing the full station ID (including bumpers, trailers, interstitials, openings, commercials, and lower thirds) that they started in the previous quarter.

FX495 PORTFOLIO PRESENTATION

3 Credits

Prerequisite: FX395 Portfolio Development

In this course students will compile the digital portion of their portfolio, to assess its strengths and weaknesses, to correct those weaknesses and augment the students strengths to produce a professional demonstration tape. Students will apply time and resource management principles to the development and production of visual special effects projects.

GR121 GRAPHIC SYMBOLISM

3 Credits

Prerequisite: CG135 Traditional Typography

This course trains the student to communicate in symbolic terms. It focuses on the understanding of symbols and their relationship to society through research of historical and current symbols. Highly simplified images, abstract shapes, and typography are used in the development of trademarks, logos, and pictograms.

MA150 2D ANIMATION PRINCIPLES

3 Credits

Prerequisite: AR121 Perspective

Students will study timing and weight through a series of projects designed to demonstrate the principles of animation. Issues such as keyframing, in-betweening, and cycling will be addressed.

MA210 CONCEPTUAL STORYTELLING

3 Credits

Prerequisite: None

The course is an introduction to storytelling and the components of a story. The goal is to develop storytelling skills and an understanding of story form. Students will examine storytelling art through story structure, character, and composition. The course will include reading, writing, and discussion about traditional storytelling, as well as the impact of technology and interactivity on storytelling. Students will learn to craft, analyze, and critique stories while working with the tools necessary to present material in digital format.

PD320 MEDIA BUSINESS LAW

3 Credits

Prerequisite: None

This course covers the multiple facets of media business law. Topics include legal rights and responsibilities, obligations of the designer, copyright and trademark law, libel and slander, business ethics, and basic steps for establishing a professional design practice.

VP111 VIDEO CAMERA & LIGHTING

3 Credits

Prerequisite: None

This course introduces students to various technical aspects of this dynamic and versatile career path. Students examine the basic techniques of preproduction and production; including lighting, cameras, lenses, mounting equipment, framing and composition, videotape, VCRs, studio facilities, and personnel.

VP115 INTRODUCTION TO AUDIO

3 Credits

Prerequisite: None

This course investigates the principles of recording sound. Introduction to Audio includes the study of sound characteristics, basic acoustics, ergonomics, and basic techniques for field recording. Waveform physics and psychoacoustics are also covered. The role of sound in video production is explained and demonstrated.

GENERAL EDUCATION COURSE DESCRIPTIONS

ARH107 ART HISTORY

4 credits

Prerequisite: None

This course presents a comparative study and comprehensive presentation of visual images and design that chronicles the socioeconomic, political, technical, and philosophical evolution of Western Civilization from ancient times to the present. Students solve assigned design problems to demonstrate their understanding of art history.

COM201 SPEECH

4 Credits

Course Prerequisite: None

Students will learn how to communicate their ideas effectively to others through oral and visual presentations. Students learn how to assimilate and present information logically and rationally, using research methodology and available resources, demonstrating professional performance.

ENG101 ENGLISH COMPOSITION

4 Credits

Course Prerequisite: None

This course emphasizes the planning, writing, and revising of compositions, including the development of critical and logical thinking skills. Essays demonstrate expressive and informative writing, as well as analytical, evaluative, and persuasive writing.

ENG320 WORLD LITERATURE

4 credits

Prerequisite: ENG101 English Composition

This course expands and refines the objectives of English Composition. It emphasizes critical and logical thinking skills, reading comprehension, problem definition, research strategies, as well as analytical, evaluative, and/or persuasive writing.

HIS301 U.S. HISTORY

4 Credits

Course Prerequisite: None

This course will examine the history of the United States by exploring the origins of contemporary American culture, its institutions, and values

HIS341 HISTORY OF POPULAR CULTURE

4 Credits

Pre-requisite: None

The development of popular entertainment owes much to American myths, icons, heroes, and institutions, as represented in American popular culture from the late nineteenth century to the present. Students examine the history of these art forms through popular novels, films, radio programs, songs, and television.

HIS460 JAPANESE POP CULTURE

3 Credits

Prerequisite: None

The development of popular entertainment owes much to Japanese myths, icons, heroes, and institutions as represented in Japanese popular culture from the late nineteenth century to the present. Students examine the history of these art forms through popular novels, films, radio programs, songs, and television.

HUM211 FILM AND SOCIETY

3 credits

Prerequisite: None

This course examines twentieth-century culture and society through film. Students will critically analyze how cultural and social conflicts are portrayed and worked out in popular films, and examine how motion pictures create a window into modern society. Students will also learn how to read film as cultural texts to better understand history and culture manifestations.

MAT104 COLLEGE ALGEBRA**4 Credits****Course Prerequisite: None**

This course includes the necessary skills to solve algebraic problems, graph algebraic functions, and simplify complex algebraic expressions.

PHI201 CRITICAL THINKING**4 Credits****Course Prerequisite: None**

This course is designed to assist students in becoming more effective learners. Content focuses on identifying and developing skills, processes, and techniques for effective assimilation of knowledge. Reasoning principles for critical analysis and evaluation of thought and discourse will be explored. Students learn to apply creative and critical techniques in problem solving and decision-making.

PHI421 ETHICS**4 credits****Prerequisite: None**

Students participate in an examination of human life, experience, and thought in order to discover and develop the principles and values of pursuing a more fulfilled existence. Theories designed to justify ethical judgments are applied in a selection of contemporary personal and social issues.

PSY261 PSYCHOLOGY**4 Credits****Course Prerequisite: None**

This course is designed to introduce the student to the nature of psychology. Topics discussed include aspects of human development, personality theory, psychological aspects of stress, and the psychology of learning, creativity, and motivation. The course will provide, through both content and methodology, insight into human behavior and self-awareness.

SCI250 PHYSICS OF LIGHT, SOUND & MOTION**3 Credits****Prerequisite: None**

In this course students will investigate scientific theory, psychological phenomena and the uses of technology in the physics of light, sound and motion. The class will also cover how physics relates to a visual art, media and the view of an audience.

SOC211 SOCIAL CULTURAL EXPRESSION**4 credits****Prerequisite: None**

This course seeks to explore the history, customs, social interaction, heritage, and regionalism of a specific people. Each quarter, a different culture is selected for in-depth research and examination. Students will gain perspective on numerous aspects of a given culture and will make comparisons between that culture and their own, enabling them to develop a greater understanding of the implications of diverse processes of socialization.

CATALOG CHANGES

CATALOG ADDITIONS OR DELETIONS: *Effective February 23, 2009*

Additions or Deletions

(Additions are italicized and Deletions have a strikethrough)

Pg. 2 – LICENSING, ACCREDITATION, MEMBERSHIP

(2nd Paragraph)

The Art Institutes International – Kansas City is accredited by the Accrediting Council for Independent Colleges and Schools to award *associate’s degrees and bachelor’s degrees*. ACICS can be reached at 750 First Street NE, Suite 980, Washington, DC 20002-4241, 202.336.6780. The Accrediting Council for Independent Colleges and Schools is listed as a nationally recognized accrediting agency by the United States Department of Education and is recognized by the Council for Higher Education Accreditation *The Art Institutes International – Kansas City is approved and regulated by the Kansas Board of Regents (KBOR), 1000 SW Jackson, Suite 520, Topeka, Kansas 66612-1368, 785.296.3421.*

Pg. 2 – Mission Statement

The Mission of The Art Institutes International – Kansas City is to provide employers with quality skilled graduates prepared by experienced faculty using market-driven curricula.

Pg. 2 – (underneath vision and mission statement)

STATEMENT OF OWNERSHIP

The Art Institutes International – Kansas City, Inc. is a wholly owned subsidiary of The Art Institutes International LLC, which through two intermediary limited liability companies is a subsidiary of Education Management Corporation.

Education Management Corporation Board of Directors:

<i>John R. McKernan, Jr.</i>	<i>Chairman</i>
<i>Mick J. Beekhuizen</i>	<i>Director</i>
<i>Samuel C. Cowley</i>	<i>Director</i>
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<i>Leo F. Mullin</i>	<i>Director</i>
<i>Todd S. Nelson</i>	<i>Director</i>
<i>Peter O. Wilde</i>	<i>Director</i>
<i>Joseph R. Wright</i>	<i>Director</i>

Pg. 8

GENERAL EDUCATION COURSE DESCRIPTIONS

ENG101 ENGLISH COMPOSITION

4 Credits

Course Prerequisite: None

This course emphasizes the planning, writing, and revising of compositions, including the development of critical and logical thinking skills. Essays demonstrate expressive and informative writing, as well as analytical, evaluative, and persuasive writing.

MAT104 COLLEGE ALGEBRA

4 Credits

Course Prerequisite: None

This course includes the necessary skills to solve algebraic problems, graph algebraic functions, and simplify complex algebraic expressions.

HIS301 U.S. HISTORY

4 Credits

Course Prerequisite: None

This course will examine the history of the United States by exploring the origins of contemporary American culture, its institutions, and values

COM201 SPEECH

4 Credits

Course Prerequisite: None

Students will learn how to communicate their ideas effectively to others through oral and visual presentations. Students learn how to assimilate and present information logically and rationally, using research methodology and available resources, demonstrating professional performance.

PSY261 PSYCHOLOGY

4 Credits

Course Prerequisite: None

This course is designed to introduce the student to the nature of psychology. Topics discussed include aspects of human development, personality theory, psychological aspects of stress, and the psychology of learning, creativity, and motivation. The course will provide, through both content and methodology, insight into human behavior and self-awareness.

PHI201 CRITICAL THINKING

4 Credits

Course Prerequisite: None

This course is designed to assist students in becoming more effective learners. Content focuses on identifying and developing skills, processes, and techniques for effective assimilation of knowledge. Reasoning principles for critical analysis and evaluation of thought and discourse will be explored. Students learn to apply creative and critical techniques in problem solving and decision-making.

GENERAL EDUCATION COURSE DESCRIPTIONS

ARH107 ART HISTORY

4 credits

Prerequisite: None

This course presents a comparative study and comprehensive presentation of visual images and design that chronicles the socioeconomic, political, technical, and philosophical evolution of Western Civilization from ancient times to the present. Students solve assigned design problems to demonstrate their understanding of art history.

COM201 SPEECH

4 Credits

Course Prerequisite: None

Students will learn how to communicate their ideas effectively to others through oral and visual presentations. Students learn how to assimilate and present information logically and rationally, using research methodology and available resources, demonstrating professional performance.

ENG101 ENGLISH COMPOSITION

4 Credits

Course Prerequisite: None

This course emphasizes the planning, writing, and revising of compositions, including the development of critical and logical thinking skills. Essays demonstrate expressive and informative writing, as well as analytical, evaluative, and persuasive writing.

ENG320 WORLD LITERATURE

4 credits

Prerequisite: ENG101 English Composition

This course expands and refines the objectives of English Composition. It emphasizes critical and logical thinking skills, reading comprehension, problem definition, research strategies, as well as analytical, evaluative, and/or persuasive writing.

ENV411 ENVIRONMENTAL SCIENCE

4 credits

Prerequisite: None

This course is an introduction to the study of the physical environment and some of the major related issues and problems. Areas of concern include nature of the environment, climatic factors, natural resources, solid and hazardous waste, pollution, global environmental hazards, and energy production. These topics are studied in relation to population, land use, environmental ethics, decision-making, and environmental management.

HIS301 U.S. HISTORY**4 Credits****Course Prerequisite: None**

This course will examine the history of the United States by exploring the origins of contemporary American culture, its institutions, and values

HUM100 SENSORY LANGUAGE AND CULTURE**4 credits****Prerequisite: None**

The media revolution communicates through images and sound, as much as it does through the written word. This course, combining competencies in Humanities, Psychology and Art Survey, will introduce the student to the ways in which we experience our surroundings through sensation and perception. Strategies of interpretation and theories of visual and artistic logic will be explored.

MAT104 COLLEGE ALGEBRA**4 Credits****Course Prerequisite: None**

This course includes the necessary skills to solve algebraic problems, graph algebraic functions, and simplify complex algebraic expressions.

PHI201 CRITICAL THINKING**4 Credits****Course Prerequisite: None**

This course is designed to assist students in becoming more effective learners. Content focuses on identifying and developing skills, processes, and techniques for effective assimilation of knowledge. Reasoning principles for critical analysis and evaluation of thought and discourse will be explored. Students learn to apply creative and critical techniques in problem solving and decision-making.

PHI421 ETHICS**4 credits****Prerequisite: None**

Students participate in an examination of human life, experience, and thought in order to discover and develop the principles and values of pursuing a more fulfilled existence. Theories designed to justify ethical judgments are applied in a selection of contemporary personal and social issues.

PSY261 PSYCHOLOGY**4 Credits****Course Prerequisite: None**

This course is designed to introduce the student to the nature of psychology. Topics discussed include aspects of human development, personality theory, psychological aspects of stress, and the psychology of learning, creativity, and motivation. The course will provide, through both content and methodology, insight into human behavior and self-awareness.

SOC211 SOCIAL CULTURAL EXPRESSION**4 credits****Prerequisite: None**

This course seeks to explore the history, customs, social interaction, heritage, and regionalism of a specific people. Each quarter, a different culture is selected for in-depth research and examination.

Students will gain perspective on numerous aspects of a given culture and will make comparisons between that culture and their own, enabling them to develop a greater understanding of the implications of diverse processes of socialization.

***General Education Elective**

3 credits

Prerequisite: None

***General Education Elective**

3 credits

Prerequisite: None

**The following courses can be chosen to fill the General Education Elective requirement*

ARH311 19th & 20th CENTURY ART

3 credits

Prerequisite: None

Students are exposed to a wide variety of artworks in the context of history, theory, and biography from 1851 to the present. This class introduces the beginnings of modernity through specific art movements including Realism, Cubism, Futurism, Surrealism, Dada, Abstract Expressionism and Pop Art.

ENV411 ENVIRONMENTAL SCIENCE

3 credits

Prerequisite: None

This course is an introduction to the study of the physical environment and some of the major related issues and problems. Areas of concern include nature of the environment, climactic factors, natural resources, solid and hazardous waste, pollution, global environmental hazards, and energy production. These topics are studied in relation to population, land use, environmental ethics, decision making, and environmental management.

ENG401 CREATIVE WRITING

3 credits

Prerequisite: None

In this course students will address the technical components and structure of the creative writing process, from the stimulation of imagination through the final editing stages. Formality and aesthetics will be combined in the creation of original works using various formats. Workshops, including discussion, interpretation and creative and critical written response, are emphasized.

HIS450 JAPANESE POP CULTURE

3 credits

Prerequisite: None

The development of popular entertainment owes much to Japanese myths, icons, heroes, and institutions as represented in Japanese popular culture from the late nineteenth century to the present. Students examine the history of these art forms through popular novels, film, radio programs, songs, and television.

HUM211 FILM AND SOCIETY

3 credits

Prerequisite: None

This course examines twentieth-century culture and society through film. Students will critically analyze how cultural and social conflicts are portrayed and worked out in popular films, and examine how motion pictures create a window into modern society. Students will also learn how to read film as cultural texts to better understand history and culture manifestations.

MA301 MANAGERIAL ACCOUNTING

3 credits

Prerequisite: None

In this course, students examine the uses of internal accounting information to make business decisions in the management of operations. Students discuss topics such as cost concepts and behavior, planning and controlling costs using budgeting techniques, and cost volume analysis.

Pg. 23 – Web Design & Interactive Media – *Bachelors of Arts Degree*
Quarter 10 *IM440 Designing for Server*

Pg. 24 – GENERAL EDUCATION

4-Credit General Education Electives		Prerequisite(s)
SOC201	Cultural Anthropology	<i>None</i>
PSY301	Developmental Psychology	<i>None</i>
PSY321	Deviant Social Behavior	<i>None</i>
ECO231	Economics	<i>None</i>
ENV411	Environmental Science	<i>None</i>
LIN211	French Language & Culture	<i>None</i>
HIS331	Government and Politics	<i>None</i>
HIS341	History of Popular Culture	<i>None</i>
KIN311	Kinesiology	<i>None</i>
HIS321	Legal Issues+	<i>None</i>
HUM401	Magic and Ritual	<i>None</i>
ENG491	Mythology	<i>None</i>
ENG291	Non-Fiction Writing+	ENG101
PSY261	Psychology+	<i>None</i>
PSY311	Psychology of Diversity	<i>None</i>
ARH201	Renaissance & Beyond	<i>None</i>
SOC211	Social Cultural Expression	<i>None</i>
LIN201	Spanish Lanaguage & Culture	<i>None</i>
HUM312	Storytelling & The Oral Tradition	<i>None</i>
ENG411	The Novel	<i>None</i>
MAT121	Traditional Geometry	<i>None</i>
HIS325	World Conflict	<i>None</i>
ENG320	World Literature	ENG101

3-Credit General Education Electives

ARH311	19 TH & 20 TH Century Art	<i>None</i>
ARH221	African American Art	<i>None</i>
HIS411	Alternate Theories in Government	<i>None</i>
PHI321	Belief Systems and Spirituality	<i>None</i>
BOT321	Botany	<i>None</i>
ENG401	Creative Writing	<i>None</i>
HUM211	Film & Society	<i>None</i>
HIS450	Japanese Pop Culture	<i>None</i>
LIN301	Language & Culture	<i>None</i>
ENG322	Literature	ENG101
MAT301	Managerial Accounting+	MAT104
HUM301	Music & Society	<i>None</i>
HIS345	Native American Studies	<i>None</i>
ARH401	Outsider Art	<i>None</i>
ENG400	Science Fiction Literature	<i>None</i>
PHI401	World Religions	<i>None</i>

Pg. 25 – COURSE DESCRIPTIONS

AD321 PRINCIPLES OF MARKET RESEARCH

3 Credits

Prerequisite: *None*

AD351 ART DIRECTION & THE *CREATIVE PROCESS*

Pg. 26 – COURSE DESCRIPTIONS (Prerequisite Changes)

AD381 FUNDAMENTALS OF SALES

3 Credits

Prerequisite: *None*

AD391 PUBLIC RELATIONS

3 Credits

Prerequisite: *None*

AD431 INTRODUCTION TO ADVERTISING CAMPAIGN

3 Credits

Prerequisite: *AD211 Fundamentals of Advertising*

AD451 CONSUMER BEHAVIOR

3 Credits

Prerequisite: *None*

AR181 COLOR THEORY

3 Credits

Prerequisite: *None*

Pg. 27 – COURSE DESCRIPTIONS (Prerequisite Changes)

AR211 ILLUSTRATION

3 Credits

Prerequisites: *AR111 Fundamentals of Design, AR101 Fundamentals of Drawing*

ARH107 ART HISTORY

4 Credits (General Education)

Prerequisite: *None*

ARH201 RENAISSANCE & BEYOND

4 Credits (General Education)

Prerequisites: *None*

ARH221 AFRICAN AMERICAN ART

3 Credits (General Education)

Prerequisites: *None*

ARH311 19TH & 20TH CENTURY ART

4 Credits (General Education)

Prerequisites: *None*

ARH401 OUTSIDER ART

3 Credits (General Education)

Prerequisites *None*

BOT321 BOTANY

3 Credits (General Education)

Prerequisites: *None*

CG131 IMAGE MANIPULATION

3 Credits

Prerequisite: CG110 Computer Applications

CG141 DIGITAL TYPOGRAPHY

3 Credits
Prerequisites: CG110 Computer Applications

Pg. 28 – COURSE DESCRIPTIONS

COM201 SPEECH
4 Credits (General Education)
Prerequisite: *None*

~~CU427~~ 122 INTRODUCTION TO BAKING

Pg. 31 – COURSE DESCRIPTIONS

DF131 FUNDAMENTALS OF LIGHTING
3 Credits
Prerequisite: *AR131 Principle of Photography*

DF211 FUNDAMENTALS OF EDITING
3 Credits
Prerequisite: *DF101 Tools, Technology & Terminology*

DF215 INTERMEDIATE EDITING
3 Credits
Prerequisites: DF211 Fundamentals of Editing

Pg. 32 – COURSE DESCRIPTIONS

DM311 SHORT FORM MEDIA PRODUCTION
3 Credits
Prerequisite: *DF215 Intermediate Editing*

DM341 MEDIA COMPOSITING
3 Credits
Prerequisites: *VP115 Introduction to Audio, DF211 Fundamentals of Editing*

ECO231 ECONOMICS
3 Credits (General Education)
Prerequisite: *None*

ENG291 NON-FICTION WRITING
4 Credits (General Education)
Prerequisites: ENG101 English Composition

ENG320 WORLD LITERATURE
4 Credits (General Education)

Prerequisites: ENG101 English Composition

ENG322 LITERATURE

3 Credits (General Education)

Prerequisites: ENG101 English Composition *None*

ENG400 SCIENCE FICTION LITERATURE

3 Credits (General Education)

Prerequisites: *None*

ENG401 CREATIVE WRITING

3 Credits (General Education)

Prerequisite: *None*

Pg. 33 – COURSE DESCRIPTIONS

ENG411 THE NOVEL

4 Credits (General Education)

Prerequisites *None*

ENG491 MYTHOLOGY

4 Credits (General Education)

Prerequisites: *None*

ENV411 ENVIRONMENTAL SCIENCE

4 Credits (General Education)

Prerequisites: *None*

EX400 EXTERNSHIP

3 Credits

Prerequisites: Completed nine quarters of study; A CGPA of 3.0 for Advertising, Graphic Design, *and Interior Design*, Web Design & Interactive Media or 2.8 CGPA or higher for Digital Filmmaking & Video Production, Fashion Marketing and/or Academic Director approval. Culinary Arts student must have completed nine quarters and/or Academic Director approval.

FM215 FASHON CONCEPTING

3 Credits

Prerequisites: *None*

FM250 APPAREL EVALUATION & CONSTRUCTION

3 Credits

Prerequisites: FM211 Textiles

FM260 RETAIL BUYING I

3 Credits

Prerequisite: *None*

Pg. 34 – COURSE DESCRIPTIONS

FM355 ACCESSORIES

3 Credits

Prerequisites: FM211 Textiles

FM401 CATALOG DEVELOPMENT

3 Credits

Prerequisites: CG131 Image Manipulation, *FM215 Fashion Concepting*

FX231 STORYBOARDING

3 Credits

Prerequisite: *None*

GR112 LAYOUT DESIGN

3 Credits

Prerequisite: *AR111 Fundamentals of Design*

GR121 GRAPHIC SYMBOLISM

3 Credits

Prerequisite: *CG135 Traditional Typography*

GR211 PROMOTIONAL CAMPAIGN

3 Credits

Prerequisite: *GR112 Layout Design*

Pg. 35 – COURSE DESCRIPTIONS

GR212 PRINT PRODUCTION

3 Credits

Prerequisites: *GR112 Layout Design*

GR241 ADVERTISING CONCEPTS

3 Credits

Prerequisite: *AD211 Fundamentals of Advertising*

GR251 VISUAL INDICATION

3 Credits

Prerequisite: *AR132 Illustration and Rapid Visualization*

GR252 PACKAGE DESIGN

3 Credits

Prerequisite: *GR221 Digital Layout*

GR261 ANNUAL REPORT

3 Credits

Prerequisite: *GR221 Digital Layout*

GR262 DESIGN WITH TYPE

3 Credits

Prerequisite: *CG135 Traditional Typography*

GR271 DIGITAL GRID SYSTEMS

3 Credits

Prerequisites: *GR221 Digital Layout*

GR281 DIGITAL PRE-PRESS

3 Credits

Prerequisite: *GR212 Print Production*

GR331 COLLATERAL DESIGN

3 Credits

Prerequisite: *GR221 Digital Layout*

GR341 AD DESIGN

3 Credits

Prerequisite: *GR221 Digital Layout*

GR351 ENVIRONMENTAL GRAPHICS

3 Credits

Prerequisite: *GR221 Digital Layout*

Pg. 36 – COURSE DESCRIPTIONS

GR422 DIGITAL PORTFOLIO

3 Credits

Prerequisite: *CG233 Design for Interactive Media*

HIS301 U.S. HISTORY

4 Credits (General Education)

Prerequisites: *None*

HIS311 WORLD CIVILIZATIONS

4 Credits (General Education)

Prerequisites *None*

HIS321 LEGAL ISSUES
4 Credits (General Education)
Prerequisites *None*

HIS325 WORLD CONFLICT
4 Credits (General Education)
Prerequisites *None*

HIS331 GOVERNMENT AND POLITICS
4 Credits (General Education)
Prerequisites: *None*

HIS341 HISTORY OF POPULAR CULTURE
4 Credits (General Education)
Prerequisites *None*

HIS345 NATIVE AMERICAN STUDIES
3 Credits (General Education)
Prerequisites: *None*

HIS411 ALTERNATE THEORIES IN GOVERNMENT
3 Credits (General Education)
Prerequisites: *None*

HIS450 JAPANESE POP CULTURE
3 Credits (General Education)
Prerequisites: *None*

HUM211 FILM & SOCIETY
3 Credits (General Education)
Prerequisites: *None*

Pg. 37 – COURSE DESCRIPTIONS

HUM231 HUMANITIES
4 Credits (General Education)
Prerequisite *None*

HUM301 MUSIC AND SOCIETY
3 Credits (General Education)
Prerequisites *None*

HUM312 STORYTELLING AND THE ORAL TRADITION
4 Credits (General Education)

Prerequisites: *None*

HUM401 MAGIC & RITUAL
4 Credits (General Education)
Prerequisites: *None*

ID115 HUMAN FACTORS & PSYCHOLOGY OF DESIGN
3 Credits
Prerequisite: *None*

ID241 DESIGN DEVELOPMENT – RESIDENTIAL DESIGN
3 Credits
Prerequisites: ID131 Architectural Drafting

ID265 FUNDAMENTALS OF WORKING DRAWINGS
3 Credits
Prerequisites: ID131 Architectural Drafting, ID141 Computer-Aided Design
Pg. 38 – COURSE DESCRIPTIONS

ID271 DESIGN DEVELOPMENT – COMMERCIAL DESIGN
3 Credits
Prerequisite or Concurrent: ID251 Codes – Barrier-Free Design

ID281 MATERIALS & ESTIMATES
3 Credits
Prerequisite: ID211 Textiles & Finishes

ID325 HISTORY OF MODERN ARCHITECTURE & INTERIOR DESIGN
3 Credits
Prerequisites: ID171 *None*

ID351 PRESENTATION TECHNIQUES
3 Credits
Prerequisite: *ID311 Advanced Residential Design*

ID361 ACCESSORY DESIGN & TECHNIQUES
3 Credits
Prerequisites: ID211 Textiles & Finishes

ID411 HEALTHCARE/SENIOR DESIGN
3 Credits
Prerequisites: ID271 Design Development – Commercial Design

ID441 GRADUATE PROJECT-DESIGN DEVELOPMENT

3 Credits

Prerequisite: ID421 Graduate Project-Research & Programming

Pg. 39 – COURSE DESCRIPTIONS

IM130 INTRODUCTION TO SCRIPTING

3 Credits

Prerequisite: *IM120 Introduction to Programming*

IM131 DESIGN CONCEPTS

3 Credits

Prerequisites: *AR111 Fundamentals of Design*

IM132 DIGITAL ILLUSTRATION

3 Credits

Prerequisites: CG110 Computer Applications

IM245 MEDIA IMAGING TECHNIQUES

3 Credits

Prerequisites: *CG131 Image Manipulation*

IM324 USABILITY TESTING

3 Credits

Prerequisite: *IM240 Intermediate Authoring*

Pg. 40 – COURSE DESCRIPTIONS

IM465 PROFESSIONAL PRACTICES

3 Credits

Prerequisites: PD320 Media Business Law

KIN311 KINESIOLOGY

4 Credits (General Education)

Prerequisite: *None*

LIN201 SPANISH LANGUAGE & CULTURE

4 Credits (General Education)

Prerequisite *None*

LIN211 FRENCH LANGUAGE & CULTURE

4 Credits (General Education)

Prerequisites *None*

LIN301 LANGUAGE & CULTURE

3 Credits (General Education)

Prerequisites: *None*

Pg. 41 – COURSE DESCRIPTIONS

MAT121 TRADITIONAL GEOMETRY

4 Credits (General Education)

Prerequisite: *None*

MW331 NETWORK BROADCASTING

3 Credits

Prerequisite *IM245 Media Imaging Techniques*

PD320 MEDIA BUSINESS LAW

3 Credits

Prerequisite: *None*

PD331 WRITING FOR MEDIA

3 Credits

Prerequisites: *MA210 Conceptual Storytelling*

PHI201 CRITICAL THINKING

4 Credits (General Education)

Prerequisites: *None*

Pg. 42 – COURSE DESCRIPTIONS

PHI321 BELIEF SYSTEMS & SPIRITUALITY

3 Credits (General Education)

Prerequisites *None*

PHI401 WORLD RELIGIONS

3 Credits (General Education)

Prerequisites: *None*

PHI421 ETHICS

4 Credits (General Education)

Prerequisites: *None*

PSY261 PSYCHOLOGY

4 Credits (General Education)

Prerequisites: *None*

PSY301 DEVELOPMENTAL PSYCHOLOGY

4 Credits (General Education)

Prerequisites: *None*

PSY311 PSYCHOLOGY OF DIVERSITY

4 Credits (General Education)

Prerequisites *None*

PSY321 DEVIANT SOCIAL BEHAVIOR

4 Credits (General Education)

Prerequisites *None*

SOC201 CULTURAL ANTHROPOLOGY

4 Credits (General Education)

Prerequisites *None*

SOC211 SOCIAL CULTURAL EXPRESSION

4 Credits (General Education)

Prerequisites: *None*

VP115 INTRODUCTION TO AUDIO

3 Credits

Prerequisite: *DF101 Tools, Technology & Terminology*

WS110 WEB PAGE SCRIPTING

3 Credits

Prerequisite: CG110 Computer Applications

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FACILITIES

The Art Institutes International – Kansas City occupies the entire 2-story Two Pine Ridge Plaza building with approximately 32, 500 square feet of dedicated space at 8208 Melrose Drive, Lenexa, Kansas. This facility *houses* classrooms, studios, laboratories, culinary kitchens, offices, a student lounge, a library, an exhibition gallery, a supply store for the convenience of students and a dining lab

Pg. 47

APPLICANT FINANCIAL RESPONSIBILITIES

Pg. 55 (Insert above Library)

Catalog Course Numbering

The Art Institutes International – Kansas City uses a course numbering system that consists of a two letter prefix followed by three numbers that indicate both the area of study and general level of the course as one that would normally be taken during the first, second, third or fourth year of study.

- *All courses numbered 100-199 are generally first year courses.*
- *All courses numbered 200-299 are generally second year courses.*
- *All courses numbered 300-399 are generally third year courses.*
- *All courses numbered 400-499 are generally fourth year courses.*

Although the course number indicates the general level of study, courses may be completed out of sequence with a student's current study level, provided appropriate prerequisites have been satisfied.

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CAREER SERVICES (2nd paragraph)

Although The Art Institutes International – Kansas City offers no guarantee of employment, considerable effort is made to bring graduates to the attention of potential employers. The Career Services Office *will* continually seek new employment opportunities for students. Research *will be* done on a regular basis by The Art Institutes International – Kansas City career advisors to gain knowledge in all areas of business relating to the different programs of study. The career advisors *will* respond to employer needs and *will* give guidance to students on industry trends that relate to their course of study. The employment assistance office *will* help student's secure part-time employment while they attend The Art Institutes International – Kansas City. During upper quarters, emphasis is placed on assisting students in securing field-related, part-time jobs, internships, and freelance work.

The Art Institute maintains graduate employment information in weekly, monthly, and quarterly reports that contain comprehensive statistical data covering all areas of graduate activity. For more information, please see the *President*.

DISABILITY SERVICES POLICY (2nd paragraph)

Students who believe they are in need of accommodations should contact the *Dean of Academic Affairs*. If you have a concern or complaint in this regard, please contact the Dean of Academic Affairs.

CATALOG ADDITIONS OR DELETIONS: *Effective February 15, 2010*

Additions or Deletions

(Additions are italicized and Deletions have a strikethrough)

Pg. 9 – BAKING & PASTRY ARTS – ASSOCIATE OF APPLIED SCIENCE *DEGREE*

Quarter 6	EX301 Externship	0	0	90/90	3
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Pg. 11 – CULINARY ARTS – BACHELOR OF ARTS DEGREE

Quarter 6	EX301 Externship	0	0	90/90	3
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Pg. 13 – CULINARY ARTS – ASSOCIATE OF APPLIED SCIENCE DEGREE

Quarter 6	EX301 Externship	0	0	90/90	3
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Pg. 31 – COURSE DESCRIPTIONS

ARH311 19TH AND 20TH CENTURY ART
-4 3 Credits (General Education)

Pg. 36 – COURSE DESCRIPTIONS

ECO231 ECONOMICS
~~3~~ 4 Credits (General Education)

ENG411 THE NOVEL
4 Credits (General Education)

In this course, students examine works in the genre of literary production called the novel. The novel is contrasted with other literary formats and understood in historical context. This course invites the student on a quest to envision how authors create, “maps of the human heart in their fiction.” Students will also explore how the novel creates a sense of community for readers.

Pg. 39 – COURSE DESCRIPTIONS

HIS311 WORLD *CIVILIZATIONS*

Pg. 47 – ABOUT THE ART INSTITUTES INTERNATIONAL – KANSAS CITY

The year-round average class size for The Art Institutes International – Kansas City is approximately 25 students. Equipment provided is specific to the program of study.

Pg. 49 – GENERAL INFORMATION

Developmental studies courses are not calculated in the credit needed for graduation; therefore, enrollment in developmental studies courses may extend the length of a student's program of study. Developmental studies courses are counted when calculating the incremental completion rate *and* the maximum timeframe.

Pg. 60 – CLASS ATTENDANCE

- A student must be in attendance for at least a minimum of 56.4 hours for each 165 contact restaurant hours.

DEGREE PROGRAM CHANGES and/or REVISIONS:
effective February 15, 2010

(The following replaces the CONTENT on pages 6 and 7 of The Art Institutes International – Kansas City 2009 – 2010 Catalog)

ADVERTISING - Bachelor of Arts Degree

Curriculum Requirements – 180 Credits

Twelve 11-Week Quarters or 132 Weeks

Advertising combines the creative mind and the logical mind into an innovative form of communication that brings forth the television ads we cannot forget, the billboards that intrigue us, the compelling radio spot that moves us, the Internet banner that leads us deeper into a web site, and many other forms of public communication. A team of copywriters, scriptwriters, artists, designers, and other creative individuals craft the messages that bring results to the advertising client. The Advertising program at The Art Institutes International – Kansas City is designed to prepare you to be a member of such a team.

The Advertising program infuses finely honed communication skills with business, marketing, design, and media components. Students begin with the fundamentals of color and design and move forward, ever increasing their media skills and understanding. As these skills improve, they begin to build their portfolios and work toward the final project: an advertising campaign incorporating various media to move an audience to a desired action. Upon graduation, students can pursue entry level positions as junior account executives, advertising artists, and computer artists at advertising agencies, advertising departments, art studios, art departments, marketing companies, marketing department's mass media companies, and media production companies.

Objectives: Upon completion of this program graduates will be able to:

- **Technical Acumen:** proficiency with the tools and graphic techniques of the profession to plan and manipulate advertising media in the production of print collateral and video spots.
- **Design:** ability to effectively use aesthetic and layout concepts in the design process for advertising campaigns and marketing communications.
- **Theory:** apply industry knowledge and critical thinking skills to describe and develop key elements of effective advertising problems and solutions using the language and concepts of the profession.
- **Critical Thinking:** articulate and apply the professional standards of the industry through a demonstration of their ability to relate advertising/marketing techniques and visual communication skills to client-driven campaigns.

Course No.	Course Name	Credits
AD211	Fundamentals of Advertising♦	3
AD221	Dynamics of Mass Communication♦	3
AD311	Advertising Copywriting♦	3
AD321	Principles of Market Research♦	3
AD331	Advertising Scriptwriting♦	3
AD341	Brand Strategy & Marketing♦	3
AD351	Art Direction & The Creative Process♦	3
AD361	E-Business & Marketing♦	3
AD371	Business Statistics & Media Research♦	3
AD381	Fundamentals of Sales♦	3
AD391	Public Relations♦	3
AD401	Media Planning & Buying♦	3
AD411	Advertising Sales & Ratings♦	3
AD421	Global Business & Marketing♦	3
AD431	Introduction to Advertising Campaign♦	3
AD441	Account Management++ or EX400 Externship	3
AD451	Consumer Behavior♦	3
AD461	Intermediate Advertising Campaign♦	3
AD471	Advanced Advertising Campaign♦	3
AR101	Fundamentals of Drawing	3
AR111	Fundamentals of Design	3
AR131	Principles of Photography	3
AR181	Color Theory	3
AR231	Creative Photography♦	3
ARH107	Art History**	4
CG131	Image Manipulation♦	3
CG135	Traditional Typography♦	3
CG141	Digital Typography♦	3
CG221	Broadcast Graphics♦	3
CG233	Design for Interactive Media♦	3
COM201	Speech**	4
ENG101	English Composition**	4
GR121	Graphic Symbolism	3
GR212	Print Production♦	3
GR221	Digital Layout♦	3
GR241	Advertising Concepts♦	3
GR271	Digital Grid Systems	3
MAT104	College Algebra**	4
MW125	Fundamentals of Marketing♦	3
PD201	Fundamentals of Business♦	3
PD320	Media Business Law♦	3
PD331	Writing For Media♦	3
PD390	Business Communications♦	3

PHI201	Critical Thinking**	4
PHI421	Ethics**	4
VP111	Video Camera & Lighting Techniques	3
VP161	Pre-Production	3
WS110	Web Page Scripting	3
HIS301	U.S. History or HIS311 World Civilizations**	4
HUM231	Humanities or HUM100 Sensory Language and Culture**	4
	General Education Elective**	4
	General Education Elective**	4
	General Education Elective**	4
	General Education Elective**	4
	General Education Elective**	3
	General Education Elective**	3
Total Credits		180

*= Area of Concentration; ** = General Education; ++ = Program Electives
 Typical Course Sequence – Subject to change without notice at the discretion of the school
 The Advertising bachelor's program approved for Veterans G.I. Bill Education Benefits.

(The following replaces the CONTENT on pages 8 and 9 of The Art Institutes International – Kansas City 2009 – 2010 Catalog)

BAKING & PASTRY ARTS - Associate of Applied Science Degree

Curriculum Requirements – 90 Credits
 Six 11-Week Quarters or 66 Weeks

The 6-quarter Baking & Pastry Arts associate degree program is designed to provide students with culinary skills combined with a focus on baking and pastry. This combination skill set and business knowledge is designed to enhance each graduate's ability to meet the challenges of an increasingly demanding and rapidly changing field. Two strengths of the program of study are an emphasis on culinary skills as well as the core baking and pastry courses and the business courses. The program focuses upon both product and individualized skills necessary to pursue entry-level employment in bakeries, restaurants, and other catering or institutional settings. In addition to technical skills, the program offers food safety and sanitation, nutrition and kitchen supervision/career development and related business courses to support their professional skills for entry-level employment and supervision. The program culminates with a Capstone project consisting of a complete business plan to open a commercial baking and pastry facility.

Students studying this field at The International Culinary School at The Art Institutes International – Kansas City upon graduation can pursue entry-level positions such as line cooks, pastry cooks, caterers, cake decorators, or managers.

Objectives: Upon completion of this program graduates will be able to:

- Produce a wide variety of artisan breads, pastries and plated desserts.
- Create sugar, chocolate and pastillage centerpieces.
- Produce complex pastries and cakes involving multiple skills and techniques.
- Design a business plan for a commercial bakery or bakery-café.

Course No.	Course Name	Credits
COM201	Speech**	4
CU100	Fundamentals of Classical Techniques♦	6
CU110	Culinary Theories and Concepts♦	3
CU121	Introduction to Baking & Pastry Techniques♦	6
CU127	Sustainable Purchasing and Controlling Cost♦	3
CU130	American Regional Cuisine♦	6
CU135	Latin Cuisine♦	3
CU165	Kitchen Management and Career Development♦	3
CU209	Artisan Breads and Baking Production♦	6
CU219	European Cakes and Tortes♦	3
CU225	Management By Menu♦	3
CU229	Advanced Patisserie and Display Cakes♦	6
CU240	A La Carte♦	6
CU255	Food & Beverage Operations Management♦	3
CU260	Culinary Capstone♦	3
CU279	Chocolate, Confections and Centerpieces♦	6
ENG101	English Composition**	4
HIS301	U.S. History**	4
MAT104	College Algebra**	4
PHI201	Critical Thinking**	4
SCI155	Nutrition**	4

Total Credits 90

♦= Area of Concentration; ** = General Education;

Typical Course Sequence – Subject to change without notice at the discretion of the school

The Baking & Pastry Arts associate's degree program approved for Veterans G.I. Bill Education Benefits

(The following replaces the CONTENT on pages 10 and 11 of The Art Institutes International – Kansas City 2009 – 2010 Catalog)

CULINARY ARTS - Associate of Applied Science Degree

Curriculum Requirements – 90 Credits

Six 11-Week Quarters or 66 Weeks

Cook up a rewarding career in The Art Institutes International – Kansas City Culinary Arts 6-quarter associate degree program. Students have the opportunity to learn from seasoned and qualified chefs and become successful in this appetizing field. Students study the fundamentals of cooking, baking, knife skills, nutrition, sanitation, safety, food production, kitchen and restaurant operations, and food selection and purchasing. They have an opportunity to learn about modern, regional, and classic cuisine, covering a variety of international styles, practicing these skills in professional kitchens. Students also have an opportunity to learn the crucial management and marketing skills they need to achieve their career goals.

Culinary Arts students also spend time working in 8208, the student-operated public dining lab, where students prepare and serve lunch or dinner and have the opportunity to learn to become food service professionals who meet the needs of their guests.

Students studying this field at The International Culinary School at The Art Institutes International – Kansas City upon graduation can pursue entry-level positions such as prep cooks, line cooks, first cooks, assistant pastry chefs, sauciers, baker's, sous chefs and pastry chefs. They can pursue work opportunities in entertainment establishments, restaurants, hotels, clubs, resorts, food companies, hospitals and other health care institutions, convention centers, and cruise ships.

Objectives: Upon completion of this program graduates will be able to:

- Cook and present various ethnic cuisines professionally.
- Work as a professional team member.
- Design a business plan for a 100 seat restaurant.

Course No.	Course Name	Credits
COM201	Speech**	4
CU100	Fundamentals of Classical Techniques♦	6
CU110	Culinary Theories and Concepts♦	3
CU121	Introduction to Baking & Pastry Techniques♦	6
CU127	Sustainable Purchasing and Controlling Cost♦	3
CU130	American Regional Cuisine♦	6
CU135	Latin Cuisine♦	3
CU165	Kitchen Management and Career Development♦	3
CU201	Garde Manger♦	6

CU225	Management By Menu♦	3
CU234	Classical European Cuisine♦	3
CU235	Asian Cuisine♦	3
CU236	World Cuisine♦	3
CU240	A La Carte♦	6
CU255	Food & Beverage Operations Management♦	3
CU260	Culinary Capstone♦	3
CU271	Art Culinaire♦	6
ENG101	English Composition**	4
HUM100	Sensory Language and Culture**	4
LIN201	Spanish Language and Culture**	4
MAT104	College Algebra**	4
SCI155	Nutrition**	4
Total Credits		90

♦= Area of Concentration; ** = General Education;
 Typical Course Sequence – Subject to change without notice at the discretion of the school
 The Culinary Arts associate's degree program approved for Veterans G.I. Bill Education Benefits

(The following replaces the CONTENT on pages 12 and 13 of The Art Institutes International – Kansas City 2009 – 2010 Catalog)

CULINARY MANAGEMENT - Bachelor of Arts Degree

Curriculum Requirements – 180 Credits
 Twelve 11-Week Quarters or 132 Weeks

Today's fast paced world has resulted in a change in the way we eat. The demand for more and more food service outlets has resulted in a high demand of employees with culinary training. The ability not only to cook, but also to manage personnel and develop items of varied appeal is highly prized in the hospitality field.

This program offers students an opportunity to learn from seasoned educators and culinary professionals and pursue a rewarding career in this exciting and demanding field. Students practice classical cooking techniques and their application in a variety of cuisines. Once grounded in the basics, students can develop skills in ethnic cuisines, food and wine pairing, and food styling. Cooking classes are complimented with hospitality related coursework in management, entrepreneurship, restaurant design, and wine and spirits.

Students studying this field at The International Culinary School at The Art Institutes International – Kansas City upon graduation can pursue entry-level positions with restaurants, hotels, food service institutions, catering, and other culinary or hospitality related business, such as food styling and food writing.

Objectives: Upon completion of this program graduates will be able to:

- Cook and present various ethnic cuisines professionally.
- Describe the principles of food and beverage management.
- Maintain a safe and sanitary work environment.
- Work as a professional team member.
- Design a business plan for a 100 seat restaurant.

Course No.	Course Name	Credits
COM201	Speech**	4
CU100	Fundamentals of Classical Techniques♦	6
CU110	Culinary Theories and Concepts♦	3
CU121	Introduction to Baking & Pastry Techniques♦	6
CU127	Sustainable Purchasing and Controlling Cost♦	3
CU130	American Regional Cuisine♦	6
CU135	Latin Cuisine♦	3
CU165	Kitchen Management and Career Development♦	3
CU201	Garde Manger♦	6
CU225	Management By Menu♦	3
CU234	Classical European Cuisine♦	3
CU235	Asian Cuisine♦	3
CU236	World Cuisine♦	3
CU240	A La Carte♦	6
CU255	Food & Beverage Operations Management♦	3
CU260	Culinary Capstone♦	3
CU271	Art Culinaire♦	6
CU305	Managerial Accounting♦	3
CU316	Human Resource Management♦	3
CU320	Foodservice Technology♦	3
CU321	Nutritional Cooking (Program Elective)♦	3
CU331	Advanced Food Science (Program Elective)♦	3
CU347	Facilities Management & Design♦	3
CU357	Hospitality Marketing♦	3
CU370	Leadership & Organizational Development♦	3
CU380	Financial Management♦	3
CU403	Quality Service Management & Training♦	3
CU410	Catering & Event Management♦	3
CU425	Food and Wine Pairing (Program Elective)♦	3
CU435	Food Styling (Program Elective)♦	3
CU447	Exploring Wines and the Culinary Arts♦	3
CU450	Management Externship♦	3
CU460	Innovation & Entrepreneurship♦	3
CU485	Senior Practicum♦	3

CU490	Global Management & Operations♦	3
CU492	Legal Issues♦	3
CU497	Senior Capstone/Portfolio♦	3
ECO231	Economics**	4
ENG101	English Composition**	4
ENG291	Non-Fiction Writing**	4
HUM100	Sensory Language and Culture**	4
LIN201	Spanish Language and Culture**	4
MAT104	College Algebra**	4
PSY261	Psychology**	4
SCI155	Nutrition**	4
SOC211	Social Cultural Expression**	4
	General Education Elective**	4
	General Education Elective**	4
	General Education Elective**	3
	General Education Elective**	3

Total Credits 180

♦= Area of Concentration; ** = General Education; ++ = Program Electives

Typical Course Sequence – Subject to change without notice at the discretion of the school

The Culinary Management bachelor's degree program approved for Veterans G.I. Bill Education Benefits

(The following replaces the CONTENT on pages 14 and 15 of The Art Institutes International – Kansas City 2009 – 2010 Catalog)

DIGITAL FILMMAKING & VIDEO PRODUCTION - Bachelor of Arts Degree

Curriculum Requirements – 180 Credits

Twelve 11-Week Quarters or 132 Weeks

The Digital Filmmaking & Video Production 12-quarter bachelor's degree program is designed to provide a dynamic and fulfilling educational experience by providing high quality instruction from some of the industry's top professionals in the areas of digital filmmaking and video production. Students will have the opportunity to acquire an in-depth knowledge of the industry's latest technologies, theories, and techniques, as well as to learn how to apply them to their own productions. Throughout the program students will have the opportunity to learn to utilize the fundamentals and the intricacies of preproduction, production, and postproduction to effectively take their creative ideas from concept to screen.

This integral process will be supported by a culminating senior project that will take student's through four rigorous quarters preparing a festival-worthy project from start to finish. By doing so, students will be prepared to pursue entry level opportunities in the Digital Filmmaking & Video Production industry as they actively pursue their talents, interest, and goals.

Upon graduation, students can pursue entry level positions in the digital motion picture industry such as audio visual specialist, producer's assistant, production assistant, field producer, assistant director, script supervisor, location manager, location scout, camera operator, assistant camera, lighting assistant, grip & electrical, sound mixer, boom operator, editor, assistant editor, art department, and A/V & multimedia specialist.

Objectives: Upon completion of this program graduates will be able to:

- Pre-Production: demonstrate skills in planning and project management, developing scripts and storyboards, and effective optimization for delivery methods.
- Production: demonstrate skills in design and composition, lighting techniques, audio integration, use of production tools, setting and talent development and documentation completion.
- Post-Production: demonstrate skills in capture and processing, editing, story development and delivery, element integration, and packaging and presentation.
- Presentation/Career Skills: articulate and apply the professional standards of the industry through a demonstration of originality, content quality, process book, portfolio/demo reel and presentation.

Course No.	Course Name	Credits
AR111	Fundamentals of Design	3
AR131	Principles of Photography♦	3
ARH107	Art History**	4
CG131	Image Manipulation♦	3
CG221	Broadcast Graphics♦	3
CG231	Digital Audio/Video♦	3
COM201	Speech**	4
DF101	Tools, Technology & Terminology♦	3
DF121	Intermediate Video Production♦	3
DF131	Fundamentals of Lighting♦	3
DF211	Fundamentals of Editing♦	3
DF215	Intermediate Editing♦	3
DF221	Digital Cinematography♦	3
DF231	Advanced Lighting♦	3
DF250	Multi-Camera Production♦	3
DF251	Electronic Field Production♦	3
DF271	History of Film & Media♦	3
DF300	Film Theory & Criticism♦	3
DF305	Senior Project: Preproduction♦	3
DF315	Advanced Editing♦	3
DF321	Documentary Production♦	3
DF350	Screenwriting♦	3

DF405	Senior Project: Production♦	3
DF410	Senior Project: Post-Production♦	3
DF420	Portfolio & Career Preparation♦	3
DF421	Senior Portfolio & Defense♦	3
DF430	Media Delivery & Distribution♦	3
DM111	Sound Design♦	3
DM311	Short Form Media Production♦	3
DM321	Directing Theory♦	3
DM341	Media Compositing♦	3
DM3454	Production Design♦	3
DM351	Media Design Workshop or EX400 Externship♦	3
ENG101	English Composition**	4
FX231	Storyboarding♦	3
FX351	Advanced Sound Design♦	3
FX391	Interactive Visual Design♦	3
MA210	Conceptual Storytelling♦	3
MA295	Digital Design & Motion♦	3
MA310	Acting & Movement♦	3
MAT104	College Algebra**	4
PD320	Media Business Law♦	3
PD331	Writing For Media♦	3
PHI201	Critical Thinking**	4
PHI421	Ethics**	4
VP111	Video Camera & Lighting Techniques♦	3
VP115	Introduction to Audio♦	3
VP161	Pre-Production♦	3
HIS301	U.S. History or HIS311 World Civilizations**	4
HUM231	Humanities or HUM100 Sensory Language and Culture**	4
	General Education Elective	4
	General Education Elective	4
	General Education Elective	4
	General Education Elective	4
	General Education Elective	3
	General Education Elective	3

Total Credits 180

♦= Area of Concentration; ** = General Education; ++ = Program Electives

Typical Course Sequence – Subject to change without notice at the discretion of the school

The Digital Filmmaking & Video Production bachelor's program approved for Veterans G.I. Bill Education Benefits.

(The following replaces the CONTENT on pages 16 and 17 of The Art Institutes International – Kansas City 2009 – 2010 Catalog)

FASHION MARKETING - Bachelor of Arts Degree

Curriculum Requirements – 180 Credits

Twelve 11-Week Quarters or 132 Weeks

The Fashion Marketing 12-quarter bachelor's degree program prepares graduates for entry-level career opportunities in retail, marketing, and merchandising apparel and related products. The program is designed to emphasize innovation and creativity with professional skills and technical knowledge necessary for entry into the apparel, retail, and marketing industry.

Fashion Marketing students have an opportunity to acquire in-depth knowledge of the apparel industry and fashion cycles. Course work in fashion history and design manufacturing, and sales provide a foundation in the evolution of the apparel industry. Students explore consumer behavior and its role in driving fashion trends and purchasing patterns. Additionally, students can advance their skills in visual display design, catalog design, marketing, and advertising as well as business development and management.

Upon graduation, students can pursue entry level positions in retail management, marketing and promotions, retail buying, product development, fashion event coordination, manufacturing, visual merchandising, and distribution outlets within the fashion industry.

Objectives: Upon completion of this program graduates will be able to:

- Purpose/Thesis Content: the ability to gather and produce materials that deliver a meaningful message which is supported by analysis, data and visual elements to capture the purpose of the content being presented.
- Overall Visual Presentation: apply industry knowledge and critical thinking skills to describe and develop key elements of effective fashion marketing problems and solutions using the language and concepts of the profession.
- Theory: the ability to effectively use aesthetic and visual concepts within the fashion industry to effectively deliver visual marketing communication strategy and business plan.
- Critical Thinking: articulate and apply the professional standards of the industry through a demonstration of their ability to relate fashion and marketing techniques along with visual communication skills to client-driven projects.

Course No.	Course Name	Credits
AD211	Fundamentals of Advertising♦	3
AD321	Principles of Market Research♦	3

AD451	Consumer Behavior♦	3
AR111	Fundamentals of Design	3
AR131	Principles of Photography	3
AR181	Color Theory	3
ARH107	Art History**	4
CG131	Image Manipulation	3
COM201	Speech**	4
ENG101	English Composition**	4
FM100	Survey of the Fashion Industry♦	3
FM111	Trends and Concepts in Apparel♦	3
FM114	Costume History♦	3
FM124	Costume History II♦	3
FM206	Brand Strategy♦	3
FM211	Textiles♦	3
FM214	Dress, Society & Culture♦	3
FM216	Fashion Drawing♦	3
FM220	Cost & Line Specifications♦	3
FM223	Global Marketing♦	3
FM224	Visual Techniques and Design I♦	3
FM225	Brand Marketing♦	3
FM250	Apparel Evaluation & Construction♦	3
FM260	Retail Buying I♦	3
FM301	Inventory and Stock Control♦	3
FM303	Human Resources Management♦	3
FM324	Visual Techniques and Design II♦	3
FM332	In-House Promotions♦	3
FM334	Professional Selling♦	3
FM340	Home Furnishings Marketing♦	3
FM357	Business Ownership I♦	3
FM360	Retail Buying II♦	3
FM362	Business Ownership II♦	3
FM400	Product Development♦	3
FM402	Retail Store Management♦	3
FM403	Web Marketing for Fashion♦	3
FM420	Portfolio & Career Development♦	3
FM432	Event Production♦	3
FM450	Special Topics in Fashion Marketing♦	3
FM460	Special Topics♦	3
FM490	Future Trends in Fashion Marketing or EX400 Externship++	3
MAT104	College Algebra**	4
MW125	Fundamentals of Marketing♦	3
PD201	Fundamentals of Business♦	3
PD390	Business Communications♦	3
PD405	Project Preparation♦	3

PHI201	Critical Thinking**	4
PHI421	Ethics**	4
HIS301	U.S. History or HIS311 World Civilizations**	4
HUM231	Humanities or HUM100 Sensory Language and Culture**	4
	General Education Elective	4
	General Education Elective	4
	General Education Elective	4
	General Education Elective	4
	General Education Elective	3
	General Education Elective	3

Total Credits 180

♦= Area of Concentration; ** = General Education; ++ = Program Electives
 Typical Course Sequence – Subject to change without notice at the discretion of the school
 The Fashion Marketing bachelor's program approved for Veterans G.I. Bill Education Benefits.

(The following replaces the CONTENT on pages 22 and 23 of The Art Institutes International – Kansas City 2009 – 2010 Catalog)

INTERIOR DESIGN - Bachelor of Arts Degree

Curriculum Requirements – 180 Credits

Twelve 11-Week Quarters or 132 Weeks

Students in the 12-quarter bachelor's degree program's curriculum have an opportunity to learn the fundamentals of this exciting and demanding profession of interior design and to work with the Institute's talented and trained instructors. For Interior Design students at The Art Institutes International – Kansas City, space presents numerous opportunities.

Interior Design provides many challenges to creative people who enjoy blending their artistic designs with practical sensibilities. Students have the opportunity to explore the problems of designing environments, like those where we live and work, and learn to develop creative and effective design solutions by studying the fundamentals of space planning, ergonomics and universal design, lighting and furniture design, sustainability, acoustics, and construction documents. They study the histories of art, design, architecture, and furniture design. Students also have an opportunity to learn to master computer-aided drafting and design programs, as well as desktop publishing programs that can allow them to present their creative design solutions in a variety of media.

Interior Design students examine materials used for the construction of residential and commercial sites, as well as the textiles and finishes used to complete interiors. They can explore the challenges of producing designs for office environments, healthcare facilities, hotels, and

restaurants. They have an opportunity to learn building and life-safety codes, as well as acquire the skills and resources necessary to manage the business of interior design.

Graduates develop a professional portfolio of their work to show to prospective employers and have opportunities to pursue entry-level work in many different areas of interior design, such as, residential, commercial, institutional, corporate, healthcare, and hospitality design. They can develop designs for airports, banks, day spas, fire stations, model homes, museums, and schools and work for interior design and architectural firms, fabric and furniture companies, homebuilders, the kitchen and bath industry, marketing firms, and in film and television set design.

Objectives: Upon completion of this program graduates will be able to:

- Design Fundamentals: analyze and apply design elements and principles; demonstrate theories of composition; utilize accurate craftsmanship; identify and relate historical knowledge of art, design, architecture and furniture.
- Interior Design: apply the design process to research, analyze and synthesize client needs and program parameters; use methodology and current concepts in interior design, i.e. sustainability, barrier-free and universal design; differentiate needs of special populations; coordinate and apply appropriate, aesthetic functional furnishings and materials; product lighting design for interior applications.
- Communication Skills: communicate visually, orally and in writing using variety of media; articulate design ideas in systematic fashion; accurately employ CAD and other graphics-application and word-processing software to produce, present and document design ideas.
- Technical Knowledge Skills: assess building and interior systems, materials and environmental factors; produce properly formatted, cross-referenced working drawings; research, interpret, and comply with codes, regulations, and standards as they apply to affect health, safety, and welfare; utilize system to estimate costs and quantities, and record construction specifications, and the physical characteristics of materials and furnishings.
- Professional Practices; apply processes and procedures for project management and contract administration of interior design; work cooperatively in a team and adhere to time frames adhere to professional ethics and standards; evaluate personal and professional skills, job search and interviewing.

Course No.	Course Name	Credits
AR101	Fundamentals of Drawing	3
AR111	Fundamentals of Design	3
AR121	Perspective♦	3
AR181	Color Theory♦	3
ARH107	Art History**	4
CG131	Image Manipulation	3

COM201	Speech**	4
ENG101	English Composition**	4
ID111	Drafting♦	3
ID115	Human Factors & Psychology of Design♦	3
ID121	Design Basics – 3D♦	3
ID131	Architectural Drafting♦	3
ID141	Computer-Aided Design♦	3
ID151	Design Process♦	3
ID171	Introduction to Architecture♦	3
ID211	Textiles & Finishes♦	3
ID215	Visual Presentation♦	3
ID221	Advanced Computer-Aided Design♦	3
ID231	History of Furniture Design♦	3
ID241	Design Development – Residential Design♦	3
ID245	Computer 3-D Architectural Modeling♦	3
ID251	Codes – Barrier-Free Design♦	3
ID265	Fundamentals of Working Drawings♦	3
ID271	Design Development – Commercial Design♦	3
ID281	Materials & Estimates♦	3
ID311	Advanced Residential Design♦	3
ID321	Computer Rendering♦	3
ID325	History of Modern Architecture & Interior Design♦	3
ID331	Corporate Design♦	3
ID341	Building Systems & Materials♦	3
ID351	Presentation Techniques♦	3
ID353	Sustainable Design♦	3
ID371	Hospitality Design♦	3
ID381	Environmental Systems♦	3
ID385	Advanced Construction Documents♦	3
ID387	Lighting Design♦	3
ID391	Interior & Architectural Detailing♦	3
ID411	Health Care/Senior Design♦	3
ID421	Graduate Project-Research & Programming♦	3
ID431	Furniture Design♦	3
ID441	Graduate Project-Design Development♦	3
ID461	Graduate Project-Presentation & Defense♦	3
ID471	Advanced Professional Development or EX400 Externship++	3
ID485	Portfolio & Career Preparation♦	3
MAT104	College Algebra**	4
PD201	Fundamentals of Business	3
PHI201	Critical Thinking**	4
PHI421	Ethics**	4
HIS301	U.S. History or HIS311 World Civilizations**	4
HUM231	Humanities or HUM100 Sensory Language and Culture**	4

General Education Elective**	4
General Education Elective**	4
General Education Elective**	4
General Education Elective**	4
General Education Elective**	3
General Education Elective**	3

Total Credits 180

◆ = Area of Concentration; ** = General Education; ++ = Program Electives
 Typical Course Sequence – Subject to change without notice at the discretion of the school
 The Interior Design bachelor's program approved for Veterans G.I. Bill Education Benefits.

(The following replaces the CONTENT on pages 24 and 25 of The Art Institutes International – Kansas City 2009 – 2010 Catalog)

PHOTOGRAPHY - Bachelor of Arts Degree

Curriculum Requirements – 180 Credits

Twelve 11-Week Quarters or 132 Weeks

The Digital Photography 12-quarter bachelor's degree program prepares graduates to pursue entry-level career opportunities in the growing and evolving field of digital photography. Compelling imagery carries much of the emotional power in today's visual media, both print and electronic. This imagery is most commonly photographic. Students in the Digital Photography Bachelor of Arts degree program must be creative, imaginative, and attentive to detail as they prepare to enter the field. While building an awareness of significance in visual style, students also have the opportunity to develop core values based in professional standards and practices and a skill set with a solid technical and design foundation.

What it's all about: Students have the opportunity to explore the principles of photographic design and the significance of visual style in the commercial sector; study the application of professional cameras, lenses, and related processes – including small, medium, and large formats – as they apply to commercial uses such as editorial or advertising photography; and learn to use contemporary photographic imaging equipment and software in industry related facilities.

Students graduate from the Digital Photography program with the training and portfolio required to pursue entry-level positions such as photography technician, photographer's assistant, digital-imaging artist, product or still-life photographer, news-source editorial photographer, or photo re-touch professional. They may work in studios, advertising agencies, publishing houses, photo labs or production companies, newspapers and magazines, or as freelancers.

Objectives: Upon completion of this program graduates will be able to:

- Demonstrate skill and expertise in the areas of digital color management, digital asset management, lighting, composition, and image manipulation.
- Exhibit skill in HTML, web and video that supplement and enhance photographic foundations.
- Prove a sound knowledge of business fundamentals, business operations, marketing, communication, ethics, and professional behavior needed by photographers.
- Utilize numerous professional photographic formats and associated technical equipment and software.
- Display increased skills through the cultivation, research, development, and execution of an extensive body of photographic work.

Course No.	Course Name	Credits
AR101	Fundamentals of Drawing	3
AR111	Fundamentals of Design	3
AR131	Principles of Photography♦	3
ARH107	Art History**	4
COM201	Speech**	4
DF211	Fundamentals of Editing	3
ENG101	English Composition**	4
ENG320	World Literature**	4
ENV411	Environmental Science**	4
HIS301	U.S. History**	4
HUM100	Sensory Language and Culture**	4
MAT104	College Algebra**	4
MW125	Fundamentals of Marketing	3
PH123	Large-Format Photography♦	3
PH130	Color Management♦	3
PH132	Digital Image Illustration I♦	3
PH133	Lighting♦	3
PH134	History of Photography I♦	3
PH135	Printing♦	3
PH140	Advanced Lighting♦	3
PH150	Photojournalism♦	3
PH231	Digital Image Illustration II♦	3
PH232	Photography Materials and Processes♦	3
PH233	Advertising/Art Direction♦	3
PH234	Digital Publishing♦	3
PH235	Location Photography♦	3
PH236	History of Photography II♦	3
PH240	Studio Photography♦	3
PH243	Architectural Photography♦	3
PH245	Portraiture♦	3
PH250	Corporate/Industrial Photography♦	3

PH255	Editorial Photography♦	3
PH331	Photo Criticism♦	3
PH332	Photo Essay♦	3
PH333	Advertising Campaign♦	3
PH335	Photographic Design♦	3
PH336	Portfolio Exploration♦	3
PH349	Creative Concepts♦	3
PH341	Business of Photography♦	3
PH343	Survey of Photography♦	3
PH350	Special Topics I♦	3
PH352	Special Topics II♦	3
PH410	Photography Design Studio++ or EX400 Externship++	3
PH430	Exhibition Printing♦	3
PH432	Business Operations and Management♦	3
PH433	Portfolio Refinement♦	3
PH435	Web Photographic Portfolio♦	3
PH450	Special Topics III♦	3
PH455	Portfolio Thesis/Exhibition♦	3
PHI201	Critical Thinking**	4
PHI421	Ethics**	4
PSY261	Psychology**	4
SOC211	Social Cultural Expression**	4
VP111	Video Camera and Lighting	3
	General Education Elective**	3
	General Education Elective**	3

Total Credits 180

♦= Area of Concentration; ** = General Education; ++ = Program Electives
 Typical Course Sequence – Subject to change without notice at the discretion of the school
 The Digital Photography bachelor's program approved for Veterans G.I. Bill Education Benefits.

COURSE PREREQUISITES (Course Descriptions on pages 29-47 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

The prerequisites for the following courses have been changed:

The prerequisite for CG141 Digital Typography is CG135 Traditional Type

The prerequisite for CG231 Digital Audio/Video is None

The prerequisite or co-requisite for CU110 Culinary Theories and Concepts is Sanitation Certificate or Completion of TAP's

The prerequisite for CU130 American Regional Cuisine is CU100 Fundamentals of Classical Techniques

The prerequisite for CU135 Latin Cuisine is CU100 Fundamentals of Classical Techniques

The prerequisite for CU209 Artisan Breads and Baking Production is CU121 Introduction to Baking & Pastry Techniques

The prerequisite for CU219 European Cakes and Tortes is CU121 Introduction to Baking & Pastry Techniques

The prerequisite for CU229 Advanced Patisserie and Display Cakes is CU121 Introduction to Baking & Pastry Techniques

The prerequisite for CU235 Asian Cuisine is CU100 Fundamentals of Classical Techniques

The prerequisite for CU279 Chocolate, Confections and Centerpieces is CU121 Introduction to Baking & Pastry Techniques

The prerequisite for CU315 Human Resources & Management is None

The prerequisite for CU320 Foodservice Technology is CU127 Sustainable Purchasing & Controlling Costs

The prerequisite for CU321 Nutritional Cooking is SCI155 Nutrition

The prerequisite for DF211 Fundamentals of Editing is None

The prerequisite for GR221 Digital Layout is CG131 Image Manipulation

The prerequisite for IM120 Introduction to Programming is None

The prerequisite for IM130 Introduction to Scripting is None

The prerequisite for IM132 Digital Illustration is None

The prerequisite for IM241 Concepts in Motion Design is CG131 Image Manipulation

The prerequisite for WS110 Web Page Scripting is None

NEW COURSE OFFERINGS (Added to Course Descriptions on pages 29-47 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

CG263 TYPOGRAPHY – EXPRESSIVE & EXPERIMENTAL

3 Credits

Prerequisite: CG141 Digital Typography

Emphasis is placed on the expressive potential of typography. How the form of the written letter affects meaning is studied experimentally. The emphasis is on design elements from the perspective of history, psychology, and artistic interpretation executed with digital tools.

CU121 INTRODUCTION TO BAKING & PASTRY TECHNIQUES

6 Credits

Prerequisite: Sanitation certificate or completion of TAP's

This course is a combination of theory, lecture, demonstration and hands-on production to provide an introduction to baking & pastry techniques for use in a commercial kitchen. Students learn a variety of dough's, batters, fillings, and glazes with an emphasis on formulas. Instruction regarding the preparation of basic cakes and icings, roll-in dough, preparations of pastry cream and finishing techniques; plus selection and proper use and handling of various chocolates used in baking and decorating are introduced. Emphasis is also placed on dessert plating and presentation. Students must pass a practical exam.

CU127 SUSTAINABLE PURCHASING & CONTROLLING COSTS

3 Credits

Prerequisite: Math transfer credit or DEV002 Essentials of Math

This course helps the student appreciate the purchasing and control process in the restaurant service industry. This course will introduce the tools required to maintain sales and cost histories, develop systems for monitoring current activities, and teach the techniques required to anticipate what is to come. The student will learn about pricing support systems, including food-cost breakdown. The fundamentals of purchasing, receiving, storing, issuing and production are covered. The importance of budgeting and an accurate profit and loss statement are emphasized. Forms and suggestions for implementing effective cost control procedures are given, and the menu's effect on planning and control is covered.

ENG411 THE NOVEL

4 Credits (General Education)

In this course, students examine works in the genre of literary production called the novel. The novel is contrasted with other literary formats and understood in historical context. This course invites the student on a quest to envision how authors create, "maps of the human heart in their fiction." Students will also explore how the novel creates a sense of community for readers.

FM206 BRAND STRATEGY

3 Credits

Prerequisite: FM100 Survey of the Fashion Industry

Although good brands are easy to identify, they are hard to create. This course addresses the factors which make a brand successful, and then approaches the factors—like price pressure, fragmented markets and media and proliferating competition—that businesses must control to build a strong, successful brand.

FM216 FASHION DRAWING

3 Credits

Prerequisite: None

The goal of this course is to provide fashion-drawing experience to Fashion and Retail Management students. The students will experiment with different mediums and techniques. This will enable the student to express fashion ideas in a professional way.

FM225 BRAND MARKETING

3 Credits

Prerequisite: FM206 Brand Strategy

Branding became a buzz word in 1990s advertising and marketing, but this process has evolved into a powerful way to organize and utilize an understanding of consumer needs and motivations in a changing marketplace. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media. Marketing strategists need to learn how to create an identity for their products and services and how to use that identity to support sales. This course is an introduction to the essential concepts and skills of brand marketing.

FM357 BUSINESS OWNERSHIP I

3 Credits

Prerequisite: FM260 Retail Buying

Students plan the foundations for opening and management of a small store: sales, budgets, market research, and staffing. This course is a workshop in which students design and prepare the beginning business plans necessary to open a retail store. The instructor acts, as facilitator and advisor to the student, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a foundation for a business plan that can be developed into a model for actually opening a business. Final preparation of the plan will be completed in Business Ownership II.

FM362 BUSINESS OWNERSHIP II

3 Credits

Prerequisite: FM357 Business Ownership I

Students complete the planning of a small retail store: financing, budgets, market research, and inventory. This course is a final workshop in which students design and prepare all business plans necessary to open a retail store. Students will base all plans for this course on initial sales plans completed in Business Ownership I. The instructor acts as facilitator and advisor to the student, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a comprehensive business plan that can be used as a model

for actually opening a business sometime in the future and can be used as a portfolio piece to show prospective employers.

FM403 WEB MARKETING FOR FASHION

3 Credits

Prerequisite: CG131 Image Manipulation

This course focuses primarily on marketing on the Web, addressing the elements and requirements of information distribution, advertising, or sales in this new medium. The content of the course includes an overview of major online services, portals, and developing content aggregators. Students learn how to modify traditional marketing theories and strategies as well as the demands and opportunities unique to the Web. One of these opportunities receives special attention: using server push or other push technologies to develop “shows” or “magazines” online.

FM420 PORTFOLIO & CAREER DEVELOPMENT

3 Credits

Prerequisite: FM403 Web Marketing for Fashion

Groups plan the opening and management of a non-traditional business (e-tailing, catalog, direct mail, etc...): financing, budgets, market research, inventory and staffing. This course is a workshop in which students design and prepare all business plans necessary to open a non-traditional retail business. The instructor acts as facilitator and advisor, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a comprehensive business plan that can be used as a model for actually opening a business sometime in the future and can be used as a portfolio to show prospective employers.

FM432 EVENT PRODUCTION

3 Credits

Prerequisite: FM332 In-House Promotions

The student will be introduced to a range of skills, needed to produce a successful store event or fashion show. During this course, the student will gain insight into the role of creative and technical experts involved with the runway, backdrop, special effects and lighting, music, models and choreography, hair and make-up and video teams.

FM460 SPECIAL TOPICS

3 Credits

Prerequisite: Academic Director Approval

This course allows the student to select and pursue special topics in fashion marketing and merchandising. The student will be exposed to the various applications of fashion marketing and apply his/her skills to chosen topics.

ID215 VISUAL PRESENTATION

3 Credits

Prerequisite: AR111 Fundamentals of Design

Using lectures and hands-on skills training this class enhances student’s visual, verbal and written presentation skills.

ID353 SUSTAINABLE DESIGN

3 Credits

Prerequisite: ID211 Textiles & Finishes

This course covers the principles and practices of the design of environmentally sensitive interior spaces. Topics may include HVAC, Electrical and Plumbing as well as sustainability, LEED and Green Design issues related to interior spaces.

IM471 PORTFOLIO & CAREER PREPERATION

3 Credits

Prerequisite: IM430 Designing for Dynamic Web Sites

This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies.

SCI155 NUTRITION

4 Credits (General Education)

Prerequisite: None

This class centers on an explanation of the basic principles of nutrition and their relationship to health. The structure, functions, and sources of nutrients, including proteins, carbohydrates, fats, vitamins, minerals, and water, are discussed. Current issues in nutrition are reviewed, including the U.S. Dietary Guidelines, energy balance, vitamin supplements, and food fads.

DELETED COURSE DESCRIPTIONS (Deleted from Course Descriptions on pages 29-47 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

AR211 Illustration

CG110 Computer Applications

CU122 Introduction to Baking

CU145 Sanitation and Safety

CU190 Purchasing and Product Identification

EX301 Externship

FM203 Marketing Seminar

FM215 Fashion Concepting

FM221 Marketing Development

FM222 Tariff, Trade, & Resourcing

FM321 Textiles II

FM350 Entrepreneurship

FM355 Accessories

FM401 Catalog Development

ID361 Accessory Design & Techniques

IM131 Design Concepts

IM231 Digital Identity

IM243 Audio for Interactive Design

IM245 Media Imaging Techniques

IM470 Special Topic for Interactive Media

PD300 Professional Career Development

PD400 Career Development

CHANGE IN CREDITS (Changes to Course Descriptions on pages 29-47 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

ARH311 19TH AND 20TH CENTURY ART
3 Credits (General Education)

ECO231 ECONOMICS
4 Credits (General Education)

ABOUT THE ART INSTITUTES INTERNATIONAL – KANSAS CITY (Changes to page 47 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

The year-round average class size for The Art Institutes International – Kansas City is approximately 25 students. Equipment provided is specific to the program of study.

GENERAL INFORMATION (Changes to page 49 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

Developmental studies courses are not calculated in the credit needed for graduation; therefore, enrollment in developmental studies courses may extend the length of a student's program of study. Developmental studies courses are counted when calculating the incremental completion rate ~~and~~ and the maximum timeframe.

TRANSFER CREDIT (Changes to page 50 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

Transfer of Credit Between Art Institutes Schools

Associate's Degree Graduates to Bachelor's Degree Program:

A serious attempt will be made to insure that all Associate Degree credits earned by graduates of an Art Institutes school will transfer to the same program at all Bachelors' Degree Art Institutes schools within the system. Such graduates will attain upper division status. However, differing state and accrediting regulations may require additional courses at the Associate's Degree level. If the Associate Degree transferred by the graduate has been updated with the addition of new competencies, the Dean of Academic Affairs has the discretionary authority to add a course(s) at the Associate's Degree level.

Associate's Degree credits earned by graduates of an Art Institutes school for which there is no corresponding Bachelor's Degree, will be evaluated on a course-by-course basis for applicability to the new program of study. Only those courses and credits required for graduation in the new program of study will be accepted. All conditions in the following Associate's Degree credits to Associate's/Bachelor's Degree Program procedure apply.

Transcripts

Official transcripts must be sent to the Admissions Office of the admitting Art Institutes school prior to the class start. Transcripts submitted after the student's first quarter of attendance at The Art Institutes School may be considered for transfer credit, at the discretion of the Dean of Academic Affairs.

Associate's Degree Credits to Associate's/Bachelor's Degree Program:

Associate's Degree credits, with a grade of "C" or better, from an Art Institutes school, earned by students who do not hold an Associate's Degree , will transfer to the same program at the

Associate's Degree or Bachelor's Degree level. Differing state and accrediting regulations may require additional courses at the Associate's Degree level. If the Associate Degree transferred by the student has been updated with the addition of new competencies, the Dean of Academic Affairs has the discretionary authority to add a course(s) at the Associate's Degree level and/or Bachelor's Degree level.

Transcripts

Official transcripts must be sent to the Admissions Office of the admitting Art Institutes school prior to the class start. Transcripts submitted after the student's first quarter of attendance at an Art Institutes school maybe considered for transfer credit, at the discretion of the Dean of Academic Affairs.

Course Descriptions

The official descriptions of the courses submitted for transfer credit must be comparable to the coursework at an Art Institutes school. Official course descriptions from the sending college or a college catalog will be used to determine comparability and must be received prior to the class start.

Level of Transfer Credits

Only college-level credits (100 level course or equivalent taken at an accredited institution of higher education will be considered for transfer. No remedial courses will be considered.

Grades of Transfer Credits

Courses with earned graded of "C" (2.0) or better will be considered for transfer credit.

Timeliness of Coursework

Certain courses are time-sensitive with respect to the technology used in the course. Evaluation of the appropriateness of transfer for these types of courses will be at the discretion of the Dean of Academic Affairs.

Course Prerequisites and Sequence of Courses

Course prerequisites and course sequences are to be observed to assure appropriate student skill development.

Proficiency Credit

Official documents (CLEP or AP scores) related to transfer or proficiency credit must be received by an Art Institutes school prior to the class start. No more than 25 percent of program credits will be considered for any type of proficiency credit

Class Proficiency Test

Requests for testing out of specific classes approved by the Institute must be made through the Department Director prior to the class start. No more than 25 percent of program credits will be considered for any type of proficiency credit.

Portfolio Review

Requests for portfolio review, and/or relevant work experience documented by appropriate samples of work outcomes, references, and verification of employment must be received prior to the class start.

Allowable Total Transfer of Credit

Students may be granted as much as 75 percent of the total program credits required for graduation. Students must earn in residency a minimum of 25 percent of the total program credits required for graduation. Due to regulatory considerations, at some Art Institutes schools, the minimum percentage of total program credits that must be earned in residency may vary from the standard above.

TRANSFER OF DEGREES AND COURSE CREDIT FROM COLLEGES AND UNIVERSITIES BEFORE MATRICULATION AT AN ART INSTITUTE SCHOOL

Transcripts

Official transcripts must be sent to the Admissions Office of the admitting Art Institutes school prior to the class start. Transcripts submitted after the student's first quarter of attendance at an Art Institutes school maybe considered for transfer credit, at the discretion of the Dean of Academic Affairs.

Course Descriptions

The official descriptions of the courses submitted for transfer credit must be comparable to the coursework at an Art Institutes school. Official course descriptions from the sending college or a college catalog will be used to determine comparability and must be received prior to the class start.

Level of Transfer Credits

Only college-level credits (100 level course or equivalent) taken at an accredited institution of higher education will be considered for transfer. No remedial courses will be considered.

Grades of Transfer Credits

Courses with earned graded of "C" (2.0) or better will be considered for transfer credit.

Timeliness of Coursework

Certain courses are time-sensitive with respect to the technology used in the course. Evaluation of the appropriateness of transfer for these types of courses will be at the discretion of the Dean of Academic Affairs.

Course Prerequisites and Sequence of Courses

Course prerequisites and course sequences are to be observed to assure appropriate student skill development.

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Official documents (CLEP or AP scores) related to transfer or proficiency credit must be received by an Art Institutes school prior to the class start. No more than 25 percent of program credits will be considered for any type of proficiency credit

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Students may be granted as much as 75 percent of the total program credits required for graduation. Students must earn in residency a minimum of 25 percent of the total program credits required for graduation. Due to regulatory considerations, at some Art Institutes schools, the minimum percentage of total program credits that must be earned in residency may vary from the standard above.

TRANSFER CREDIT AFTER MATRICULATION (CONCURRENT ENROLLMENT OR RE-ENTRY TO THE INSTITUTION) AT AN ART INSTITUTES SCHOOL

NOTE: Transfer credit after matriculation must be completed prior to the student's final term of study.

CONCURRENT ENROLLMENT

Requests for transfer of credit from accredited institutions of higher education, for a course taken concurrently with an Arts Institutes school full-time schedule, after a student's matriculation at an Art Institutes school may be made to the Dean of academic Affairs. Transfer Credit may be awarded if all other criteria for transfer of credit are met, and if the institution permits concurrent enrollment.

Approval Needed

Requests for concurrent enrollment in a course at another college or university while the student is on full-time status at an Art Institutes school (according to the US Department of Education's definition of the term) must be approved by the Department Director or the Dean of academic Affairs prior to enrollment in the course.

Full-time Status

The student must be enrolled full-time at an Art Institutes school at all times during the concurrent enrollment at another college or university.

One Course Limit

Only one course per quarter in concurrent enrollment will be accepted.

Grading

The concurrent enrollment course must be passed with a grade of “C” or better. The student’s record at the Art Institute will reflect a “TR” grade. The grade will not be factored in the GPA or the CGPA.

Completion Deadline

Credit will be awarded for the course when documentation is produced that the course was successfully completed.

Delay of Graduation

Concurrent enrollment course taken during the last quarter of an Art Institutes school enrollment will in all probability delay graduation by one quarter.

Transcripts

Official transcripts must be sent to the Dean of academic Affairs upon successful completion of the concurrent enrollment course.

TRANSFER CREDIT UPON RE-ENTRY TO THE INSTITUTION

Requests for transfer of credit from accredited institutions of higher education, for a course taken while a student was not in attendance at an Art Institutes school, but after a student’s initial matriculation at the school may be made to the Dean of Academic Affairs. Transfer Credit may be awarded if all other criteria for transfer of credit are met.

Grading

The course(s) must be passed with a grade of “C” or better. The student’s record at an Art Institutes school will reflect a “TR” grade. The grade will not be factored into the GPA or the CGPA.

Timeliness of Coursework

Certain courses are time-sensitive with respect to the technology used in the course. Evaluation of the appropriateness of transfer for these types of courses will be at the discretion of the Dean of Academic Affairs.

CHANGE OF PROGRAM WITHIN AN ART INSTITUTE SCHOOL

A student petitioning to transfer from one program to another within the Institute must obtain approval from the Department Director of the department from which the student is transferring.

The student's coursework and earned credits will be reviewed for applicability to the new program. Only those credits required for graduation in the new program will be transferred to the new program and counted toward graduation. Only one change of program is allowed per student

STUDENT ASSISTANCE PROGRAM (Change to page 58 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

The Student Assistance Program is a service available at no additional charge to students and provides confidential counseling via telephone 24 hours per day, 7 days a week; the program counselor may refer a student for limited visits with an area network mental health provider or assist the student with locating resources within the community. The program can assist with issues such as budget and debt assistance, new parent transition, relationships, depression, anxiety, substance abuse and any other relevant concerns. For more information on this service, contact the office of Student Affairs.

CLASSROOM RECORDING POLICY

The use of audio, video, web or image/capture to mechanically, electronically or digitally record classroom lecture, lab and/or distribute classroom materials (printed or digital) without the written permission of the instructor is strictly prohibited.

Students who have secured necessary permissions from Student Affairs for reasonable accommodations authorized under the American Disability Act will be exempted from this policy. Student shall notify instructor of these said permissions. Violation of the policy will result in a conduct review hearing.

GRADUATION REQUIREMENTS (Change to page 59 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

The Art Institutes International – Kansas City awards an Associate of Applied Science degree to graduates of Baking & Pastry Arts, Culinary Arts and Graphic design, and a Bachelor of Arts degree to graduates of the Advertising, Culinary Management, Digital Filmmaking & Video Production, Fashion Marketing, Graphic Design, Interior design, Photography, and Web Design & Interactive Media programs to graduate, students must have a cumulative grade point average of not less than 2.0. Graduates are also required to complete the credit requirements for their program of study 180 quarter-hour credits for 12-quarter programs, and 90 quarter-hour credits for seven-quarter programs. No more than 75% of the total required credits for graduation may be transferred from another institution. Transfer credits are not used to determine grade point averages.

To qualify to graduate, participate in the graduation ceremony, and receive a degree, all students must:

1. Maintain satisfactory attendance in scheduled classes;
2. Receive a passing grade or credit for all required course work;
3. Accumulate the total credit requirements for a program through coursework, advanced placement, proficiency assessment or transfer credit;
4. Earn no more than 75 percent of the total required credits through advanced placement, proficiency assessment and/or transfer credit from another institution;
5. Achieve a minimum CGPA of 2.0;
6. Satisfy all financial obligations with The Art Institutes International – Kansas City;
7. Meet portfolio and other requirements as outlined by the student's program.

An outline of portfolio standards, projects, and general criteria is provided separately to students by the academic departments. These portfolio requirements are periodically reviewed and updated. The Art Institutes International – Kansas City reserves the right to alter or modify these requirements at any time to enhance graduate employment potential. The development of student portfolios is a continuing process beginning early in the student's academic career.

ATTENDANCE POLICY (Change to page 59-60 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

The Art Institutes International – Kansas City must publish, maintain and enforce and attendance policy for all students in compliance with standards of accreditation and state regulations. Developing and maintaining a good class attendance record is an important facet of each student's professional development. The Art Institutes International's attendance policy has been designed to reflect the demanding nature of the professional field. The attendance record is included in the student's permanent file.

Attendance Recording

A student's attendance record is considered a legal document and may be subject to subpoena. Therefore, all student attendance must be recorded as accurately as possible. The guiding rule used by The Art Institutes International – Kansas City is:

If a student has been cleared to attend class and is physically present in his/her scheduled class, he/she will be marked "P" for present. Likewise, if a student has not been cleared to attend class or is otherwise not physically present in his/her scheduled class, he/she will be marked "A" for absent. For example, if a student is 2 hours late for class then attendance will be entered to show 120 minutes late for the class.

Daily Class Attendance

Students are expected to attend all classes as scheduled, to be on time and to remain in the class for its full duration. Students are either: 1) physically present in the class for which they are registered; or 2) not physically present in the class for which they are registered and absent time will be noted in the attendance record. Students must be physically present in the class for

which they are registered to receive attendance credit for the class. There are no recognized make-up classes. There are no excused absences or “cuts”. It is recognized that a student may be absent from class due to illness or a family emergency. However, except for serious medical problems, the student should have limited absenteeism.

“Two Week” Rule

A student who has been recorded or otherwise determined by The Art Institutes International – Kansas City to be absent (not in attendance – required or otherwise) for two (2) consecutive scheduled weeks during any quarter without notifying the Registrar’s Office in writing, will automatically be withdrawn from his/her program of study.* If the second consecutive week falls during the final week of the term then a student may not be withdraw from school.

- *Student will receive a course coded of “W” or “WF” for each and every course for which the student was registered during that quarter, regardless of course portion or content completed at the time of withdrawal.*
- *A student who has been withdrawn from his/her program will not be allowed to return to The Art Institutes International – Kansas City during the withdrawn quarter.*
- *This policy applies to all courses in any combination and/or length (online, on ground, audit, CPD, workshop or any other form or manner of course instruction) offered at The Art Institutes International – Kansas City.*
- *The student will be permitted to receive credit (if earned) for any course that is already completed and a grade is assigned.*

**Program of study refers to all courses for which a student is registered in any given quarter.*

Deadline for Beginning Class Each Quarter

All students must begin class attendance for any quarter within the first three (3) school scheduled class days (or on the first student-scheduled class day if that day is after the third school-scheduled day). Students must have been marked present, for any quarter, in at least one of their scheduled courses, no later than the sixth (6th) school-scheduled class day. No student will be allowed to begin classes after the sixth (6th) school-scheduled class day unless otherwise approved, in writing, by the Registrar.

Absences are recorded from the first day of the quarter, irrespective of the reason for absence. If continuing or re-entry students adjust their schedule with the schedule adjustment period, they will be marked absent for any class they have missed as a result of the schedule change.

Likewise, should any newly-enrolled student begin or adjust classes within the schedule adjustment period, they will be marked absent for any class they may have missed due to their late enrollment or schedule adjustment. Attendance waivers will not be considered for such missed time.

Student Responsibility

The student is responsible for maintaining a personal record of attendance and monitoring his or her attendance record. An “attendance snapshot” is available upon request

from the Registrar's office. Attendance counseling is available by the instructors, dean, academic department chairs, and academic advisors.

Definitions

Full Absence – A full day of absence is defined as being absent for the number of hours classes are scheduled each day for the program in which the student is enrolled.

Partial Absenteeism – A student who arrives late or leaves class early. Teachers record the amount of minutes the student was actually in class (*i.e.*, *Student leaves at mid-break and was only in attendance for 120 minutes = 120 minutes absent; Student arrives 1 hour late = 60 minutes absent, etc*).

Class Attendance

Active participation in classroom activities is vital to a student's successful completion of each course. Therefore, the following conditions will apply to individual course attendance:

- *Full-day absences are recorded and noted.*
- *Partial-day absences (minutes) are recorded and noted.*
- *Under mitigating circumstances, students may withdraw from individual courses after the schedule adjustment period, with the approval of the Academic Program Director and the Dean of Academic Affairs. The student must be in compliance with The Art Institutes International – Kansas City's Student Academic Progress Policy (SAPP) to be considered for a withdrawal. Once withdrawn from an individual course, a student may not be reinstated in that withdrawn course during the same quarter. A student who is withdrawn will be issued a "W" course code. A student who has been withdrawn after the Schedule Adjustment Week from individual courses will be charged, in full, for the course in question. Additionally, the student will be re-charged, in full, for the repeat of the course(s).*

Repeating Courses

Every course for which a student receives an "F", "W" or "WF" grade/code must be repeated and completed with a passing grade in order to graduate. Tuition will be charged at the existing cost-per-credit rate for all repeated courses.

SATISFACTORY ACADEMIC PROGRESS POLICY (Addition to page 61 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

The Satisfactory Academic Progress Policy ensures that all students are maintaining satisfactory academic progress towards successful completion of their academic programs. The evaluation points and milestones contained in the policy are meant to identify problems for which actions of early intervention and/or remediation can be taken. Most critical to this policy is a student's ability to enroll in and complete courses on a consistent and successful manner. This ability is measured in three ways: cumulative grade-point-average (CGPA); and incremental completion rate (ICR) within a maximum time frame (MTF). **Failure to complete courses successfully for any reason may negatively affect satisfactory academic progress. Failing courses or withdrawing from courses could result in the loss of Financial aid and Academic termination.** In order for a student to graduate, the minimum requirements are a CGPA of 2.0, 66.67% ICR, and completion of the program in no more than 150% of total program credits.

Periods of attendance when a student does not receive Title IV aid are included in determining Satisfactory Academic Progress. Periods of Non-Attendance are not included in determining SAP. While the term Academic Warning/Financial Aid Warning and Academic Probation/Financial Aid Probation are used, the status applies to all students whether receiving aid or not.

Criteria for Honors Designation

To promote academic excellence and to recognize exemplary academic achievement, the following Honors Designations will be issued on a term basis and upon graduation.

Term Honors Designation (at the completion of a quarter) – Students who enroll for and complete 12 credits or more (of courses which are not transitional studies) and meet the following criteria may receive the corresponding designation:

Term GPA Honors Designation

4.0 President's Honor Roll

3.7-3.9 Dean's Honor Roll

3.5-3.6 Honor Roll

Honor Designation at Graduation – Students who achieve a CGPA of 3.5 or better are designated as Honor Graduates.

Transitional studies classes are not considered when evaluating Honors Designations.

Milestones and Evaluation Points for Satisfactory Academic Progress

Compliance with SAP is reviewed every quarter for Certificate, Diploma, and Degree Programs. A student who starts or re-enters at a MID session will have that session count as an entire quarter for SAP purposes.

Certificate and Diploma Programs:

1. At the end of the first quarter, students must achieve a minimum CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter.
2. At the end of the second quarter, students must attain a minimum CGPA of 1.5 and an ICR of 50%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter unless the student was on Academic Warning/Financial Aid Warning in the previous term. If the student was on Academic Warning/Financial Aid Warning in the previous term, the student will be **dismissed**.
3. At the end of the third quarter, and every quarter thereafter, students must attain a minimum CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter unless the student was on Academic Warning/Financial Aid Warning in the previous term. If the student was on Academic Warning / Financial Aid Warning in the previous term they would be **dismissed**.
4. Students may not attempt more than 150% of the credits in their programs; anything in excess of 150% of the credits will result in **dismissal**.
5. Students should note that if they are on Academic Warning/Financial Aid Warning, it will be very difficult to meet the minimum requirements of the next evaluation point. Students should consult with their academic advisor concerning the exact requirements.
6. Students attending certificate or diploma programs may take transitional study courses.

Please note that **dismissals** can be appealed. Please see the Appeal Process below. Degree Programs:

Degree Programs:

1. At the end of the first quarter, students must achieve a minimum CGPA of 1.0 and an ICR of 33.33% (developmental study courses do not impact GPA or ICR so they are exempt from the calculation). Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter. If a student has only attempted developmental studies the student is considered to be making SAP unless the student attempts and does not successfully complete the same developmental study course three times.
2. At the end of the second quarter, students must achieve a minimum CGPA of 1.0 and an ICR of 33.33% for all courses that are not development studies. Anything below these milestones will result

in Academic Warning/Financial Aid Warning for one quarter if the student had not been on Academic Warning/Financial Aid Warning in the previous term. However, if the student was on Academic Warning/Financial Aid Warning in the previous term, the student will be **dismissed**. If a student has only attempted developmental studies the student is considered to be making SAP unless the student attempts and does not successfully complete the same developmental study course three times.

3. At the end of the third quarter, students must achieve a minimum CGPA of 1.25 and an ICR of 50%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter unless the student was on Academic Warning/Financial Aid Warning in the previous term. If the student was on Academic Warning/Financial Aid Warning in the previous term, they would be **dismissed**. If a student has only attempted developmental studies the student is considered to be making SAP unless the student attempts and does not successfully complete the same developmental study course three times.

4. At the end of the fourth and at the end of the fifth quarter, students must have a CGPA of at least 1.5 and an ICR above 50%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter unless the student was on Academic Warning/Financial Aid Warning in the previous term. If the student was on Academic Warning/Financial Aid Warning in the previous term, they would be **dismissed**.

5. Students should note that if they are on Academic Warning/Financial Aid Warning, it could be very difficult to meet the minimum requirements of the next measuring point. Students should consult with their academic advisor concerning the exact requirements.

6. At the end of the sixth quarter and thereafter, students must accomplish a minimum CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter unless the student was on Academic Warning/Financial Aid Warning in the previous term. If the student was on Academic Warning/Financial Aid Warning in the previous term, they would be **dismissed**.

7. Students may not attempt more than 150% of the credits in their programs; anything in excess of 150% of the credits will result in **dismissal**.

8. Developmental Studies Courses are based on the results of academic placement test. Like any course, students must successfully complete such courses in order to progress in the program. Development Studies Course credits do not count towards the total number of credits for graduation nor do they count in the CGPA or ICR; however, they do count in determining the maximum time frame in terms of credits attempted and credits earned. Developmental Studies Courses do have credit hours assigned to them for enrollment and tuition charging purposes. Developmental Studies Courses may be individually attempted no more than three times. Failing or withdrawing from a developmental studies course three times will result in **dismissal**.

Students on Academic Warning/Financial Aid Warning are considered to be making progress towards meeting SAP and if otherwise eligible, can be eligible for Financial Aid.

The grades, gpa and cumulative data for all courses a student attempted at the institution as well as courses successfully transferred in from prior postsecondary education are available on the student portal for their review. There is also an indication if a student is on Academic Warning/Financial Aid Warning or Academic Probation/Financial Aid Probation or is terminated.

Appeal Process for Academic Probation/Financial Aid Probation

The process to appeal allows the student to request the opportunity to appeal a dismissal in writing; the reason for the appeal must be the result of mitigating circumstances; and documentation supporting claim of mitigating circumstances must be provided and retained. The result of the appeal (appeal granted or appeal denied) must be provided to the student and catalogued in the Student Information System as well as the student's academic file. As part of the appeal the student must document in writing why he or she did not meet SAP and what in the student's situation has changed that will allow he or she to meet SAP according to a written academic plan.

If the student's appeal (see appeal policy below) is granted, he or she will be placed on Academic Probation/Financial Aid Probation for **one or two** quarters. For students in a certificate/diploma program they will **only** have **one** quarter of Academic/Financial Probation due to the shorter length of the program. For associates degree or higher programs, if the student and the institution agrees to a two-term Academic/Financial Aid Probation the student must agree with and **sign a written academic plan** developed and approved by the institution which documents that he or she will be required to attain CGPA and ICR milestones by the next evaluation point (term) but they must be meeting SAP at the end of the second term. A student not meeting the conditions of their plan at the end of the first quarter **will be dismissed**. If the student is meeting their academic plan at the end of the first term, they will stay on Academic/Financial Aid Probation. Students are eligible to receive Title IV aid while on Academic Probation/Financial Aid Probation if he or she is otherwise eligible. Failure to meet the minimum CGPA and ICR milestones following the Academic Probation/Financial Aid Probation period(s) will result in **permanent dismissal**.

If a student appeals and is denied the appeal, he or she must remain out of school until one year after the quarter in which the appeal was denied. The student may then request an additional appeal for reinstatement, but would have to demonstrate academic accomplishments or changes that show a degree of college readiness that reliably predict success. After being out of school, the applicant will have to meet the appeal requirement as stated in the first paragraph including describing why the student failed to meet satisfactory academic progress before and what has changed to ensure that he or she will be able to meet satisfactory academic progress if readmitted. Should the student have his or her appeal denied a second time, the student will be **permanently dismissed** from the Institute.

Following is a comprehensive list of events that indicate there may be a Mitigating Circumstance which has negatively impacted academic progress:

- Death of an immediate family member
- Student illness requiring hospitalization (this includes mental health issues)
- Illness of an immediate family member where the student is a primary caretaker
- Illness of an immediate family member where the family member is the primary financial support
- Abusive relationships
- Divorce proceedings
- Previously undocumented disability
- Work-related transfer during the term
- Change in work schedule during the term
- Natural disaster
- Family emergency
- Financial hardship such as foreclosure or eviction
- Loss of transportation where there is no alternative means of transportation
- Documentation from the School Counselor and/or a Professional Counselor

Deans of Academic Affairs are responsible for determining the appropriateness of the mitigating circumstance in regards to severity, timeliness and the student's ability to avoid the circumstance. Any consideration of conditions outside of the list provided should be discussed with the EDMC VPAA. Student life issues and making the transition to college are not considered mitigating circumstances under this policy.

Documentation from the SAP program or professional counselor should not breach the student/counselor relationship and should remain confidential. A memorandum or letter on school or organizational letterhead indicating a counselor's opinion that student issues may be accommodated to ensure that the student will be able to meet satisfactory academic progress will suffice as proof of mitigating circumstances as well as a student's ability to meet satisfactory academic progress with accommodations from the institution.

Students are NOT allowed to appeal dismissals for violating the 150% completion rate.

A student who attempts but does not pass the same remedial course three times is **dismissed and there is not a right to appeal the termination**. Students dismissed for failing the transitional courses three times may reapply for reinstatement once these courses and the college level equivalents are completed and are submitted on an official accredited insitutions transcript as part of the reinstatement appeal.

The Metrics of SAP

Academic Grading System

The grading system incorporates letter grades, equivalent numeric values and letter codes as follows:

Letter Grade Quality Points

A	4.0
A-	3.7
B+	3.4
B	3.0
B-	2.7
C+	2.4
C	2.0
C-	1.7
D+	1.4
D	1.0
F	0.0 *

*F does compute in GPA and CGPA and does count as credit attempted.

Other Grade Codes worth Zero Quality Points:

CR = Credit through examination	Credits Earned/TR grade does not affect ICR/CGPA.
S = Suspension	Affects ICR/MTF/CGPA(Computes as an F)
NP = Not passing/Fail	Does not affect ICR/CGPA This grade designation is utilized to indicate that a student did not acceptably complete a non credited course
P = Proficiency Credit by Exam or Portfolio	Does not Affect ICR/MTF/CGPA
PA = Pass	This grade designation is utilized to indicate that a student acceptably completed a non credited course. Does not affect ICR/MTF/CGPA.
SP or SA = Satisfactory/Pass	This grade designation is utilized to indicate that a student acceptably completed a non credited course. Does not affect ICR/MTF/CGPA.
T = Termination from course	Affects ICR/MTF/CGPA (Computes as an F)
TR = External Transfer Credit	Grade designation utilize for transfer credits. This does not affect CGPA. They do impact ICR and MTF.
U = Unsatisfactory	Indicates that a student unsuccessfully completed a non-credited course. Does not affect ICR/MTF/CGPA.
WV = Waiver	Commonly used when waiving a remedial courses and does not affect ICR/MTF/CGPA
WX = Course was registered for but never attended	Self-explanatory and does not affect ICR/MTF/CGPA

Students receive grades at the end of each quarter including midquarter. The grade report contains both the grade point average for the quarter (GPA) and cumulative grade point average (CGPA) for the program. When a course is repeated after failure, the grade earned upon repeating the class replaces the original grade in determining the grade point average, though the failing grade will still appear on the transcript.

This institution does not issue incomplete grades.

Repeating Courses

Grades earned in repeated courses will replace grades of 'F', 'W', or 'WF'. Course credits with grades of 'F', 'W', or 'WF' are included in the maximum time frame (MTF) and incremental completion rate (ICR) requirements as credits attempted but not earned. Students with incomplete grades will receive an 'F' if a grade change is not submitted by the end of the second week of the following term. The grade 'I' indicates Incomplete and is calculated as if it is an 'F' until it is changed to another grade and the course will be included as course credits attempted, but not earned. Students may also retake classes in which they received a passing grade in order to improve their CGPA but can retake a course passed only one additional time. Credits from all repeated courses are included as credits attempted.

Changed Grade

When a final course grade has been established and recorded in the student record, the grade may not be changed without approval by both the Academic Department Director and the Dean of Academic Affairs. Only the final grade (not the original grade/code) will be computed in the grade point average. The final grade is the one that counts in the calculation.

Calculations

The Art Institute measures and records academic performance by computing the Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) for each student, using the letter grades, four-point scale and credit-hour values. GPA is the average of grade points a student earns during one quarter. CGPA is the cumulative average of all grade points a student has earned over all quarters at The Art Institute.

Here is an example of how GPA and CGPA are computed: Imagine that a student is taking a total of two courses during one quarter. One course has a four credit hours value and the student earns an A. The second course has a three credit hour value and the student earns a B. Remember, each letter grade carries a grade point value. Grade point values are multiplied by credit hours.

In this example:

A = 4 grade points x 4 credit hours = 16 grade points earned

B = 3 grade points x 3 credit hours = 9 grade points earned

To compute the GPA, divide the total number of grade points earned for the quarter by the total number of credit hours earned for the quarter.

In this example:

16 grade points + 9 grade points = 25 total grade points
25 grade points earned divided by 7 total hours earned = student's GPA for the quarter, 3.57, which is rounded to 3.6.

A student's CGPA is computed in the same way by dividing the student's total grade points earned from all quarters/semester at The Art Institute by the student's total credit hours earned from all quarters at The Art Institute. (The CGPA is calculated by rounding up to the nearest tenth if the last digit is 5 or greater. It is rounded down to the nearest tenth of the last digit if the last digit is less than 5. Example: 1.95 = 2.0, 1.94 = 1.90)

Incremental completion rate is determined as follows (remedial credits do not count in this calculation):

(EARNED CREDITS at the institution + TRANSFER CREDIT Accepted)

(ATTEMPTED CREDITS at the institution + Transfer Credits Accepted)

The 150% MTF is determined as follows:

**TOTAL CREDITS NEEDED TO GRADUATE FROM THE PROGRAM x 1.5 =
TOTAL NUMBER OF CREDITS ALLOWED TO ATTEMPT.**

STUDENT STATUS CHANGES AND SAP

Transfer Students

Transfer credits from other post-secondary institutions are calculated in the maximum time frame allowable credits and incremental completion rate requirements. Therefore, the maximum number of attempted credits for a student with transfer credit is still one and one-half times the number of credits required to complete a program for graduation.

Example: if a student transfers in 36 credits to a program consisting of 180 credits, the calculation would be $180 \times 1.5 = 270$ credits. Therefore, the 36 transfer credits would be considered attempted and earned so only 234 more credits could be attempted.

Grades for credits transferred in from any post-secondary institution (including an Art Institute) will be recorded as "TR" in the Student Information System and will not affect the student's CGPA.

Students wishing to transfer from one Art Institute to another may do so only if they are in good standing at the sending school. If the student is transferring to a different institution (as defined by the Department of Education), then he or she is treated as a student transferring in from an

unaffiliated institution. Any student dismissed for violation satisfactory academic progress cannot transfer or be considered a New student (if they had a break in enrollment) at another Art Institute until he or she has been granted an appeal at the original school and is deemed to be making satisfactory academic progress.

Changes in Program

Students are allowed only one change of program and must be making satisfactory academic progress at the time a request is made to change programs.

Courses taken in one program that is applicable to the second program will be transferred with the applicable grade. If the student has taken a course more than once, only the grades transferred to that new program will apply to the second program. All grades earned in the original program that apply to the new program will count towards the CGPA. For ICR and 150% purposes only, those courses transferred will apply to the second program will be considered.

In the formulas below, the “CHANGE OF MAJOR” adjustment factor would be those credits from the previous major that we will NOT count in the student’s current major.

Incremental completion rate is determined as follows (remedial credits do not count in this calculation):

**(EARNED CREDITS in the New Program + TRANSFER CREDIT ACCEPTED) minus
CHANGE OF MAJOR ADJUSTMENT FACTOR FOR EARNED CREDITS**

**(ATTEMPTED CREDITS in the New Program + Transfer Hours Accepted) minus CHANGE
OF MAJOR ADJUSTMENT FACTOR FOR EARNED CREDITS**

The 150% MTF is determined as follows:

TOTAL CREDITS NEEDED in the PROGRAM TO GRADUATE times 1.5 = MTF.

Second Degree

When a student has graduated from The Art Institute in one program, then subsequently begins work in a different program, grades used in the CGPA of the previous program will not be applied to the student’s new program CGPA calculation. The grades will be recorded as TR.

RETENTION (Addition to page 63 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

According to regulations published by the Department of Education the retention rate of certificate or degree seeking first time, undergraduate students must be made available to all enrolled students and prospective students. You may obtain this information in the Admissions Office.

According to regulations published by the Department of Education the retention rate of certificate or degree seeking first time, full time undergraduate students is 62%. These rates combine the retention rates from the main school campus and all its branch campuses. The retention rate for first-time, full-time students at this location is 62%.

The retention rate is calculated based on the number of first time, full time students, who entered school in Fall 2008 and were still enrolled as of Fall 2009.

STUDENT RIGHT-TO-KNOW (Addition to page 67 in The Art Institutes International – Kansas City 2009 – 2010 Catalog)

According to regulations published by the Department of Education based on the Student Right-to-Know Act, the Student Right-to-Know (SRTK) Graduation Rate is described as follows: It is based upon students who entered as full-time, first-time freshmen and graduated within 150% of the length of their program. For example, in regards to baccalaureate-seeking freshmen, this 150% measure describes students graduating from a four-year program within six years.

The completion/graduation rates below combine the graduation/completion data from the main school campus and all its branch campuses. First-time, full-time students at this location have not yet had the opportunity to complete 150% of the normal time to complete the program and therefore we do not have graduation/completion data to be included in our unified school rate. The graduation/completion rates for the cohort of first-time, full-time students who entered school in Fall 2003 and who graduated/completed within 150 percent of the normal time to complete the longest program between September 1, 2008 to August 30, 2009:

	Cohort	Graduates/ Completers	Rate
Overall Rate	193	78	40%

By Gender:	Cohort	Graduates/ Completers	Rate
Men	134	59	44%
Women	59	19	32%

By Race/Ethnicity (if disclosed):	Cohort	Graduates/ Completers	Rate
Hispanic/Latino	43	17	40%
American Indian or Alaska	-	-	-

Asian	6	4	67%
Black or African American	12	4	33%
Native Hawaiian or Other	-	-	-
White	92	41	45%
Two or more races	-	-	-
Nonresident alien	-	-	-
Race and ethnicity unknown	40	12	30%

By Grant/Loan Recipients:	Cohort	Graduates/ Completers	Rate
Pell Recipients	86	30	35%
Subsidized Stafford Recipients (No Pell)	72	36	50%
No Pell or Subsidized Stafford	35	12	34%

FULL-TIME FACULTY

CULINARY ARTS

Venne, Steve, Certified Executive Chef
Chef Director
Associate in Applied Science – Hospitality Management
Normandale Community College
Bachelor of Science – Organizational Management
Viterbo University

Fraase, Damian – Certified Executive Pastry Chef
Associate of Science – Culinary Arts
Johnson & Wales University

Rush, Jessica
Bachelor of Science – Culinary Arts
Johnson & Wales University

DIGITAL FILMMAKING & VIDEO PRODUCTION AND DIGITAL PHOTOGRAPHY

Williams, Patricia
Academic Director, Professor
Bachelor of Arts – Radio-Television-Film/Theatre
University of Missouri – Kansas City
Master of Fine Arts – Theatre: Acting & Directing
University of Missouri – Kansas City
Doctor of Philosophy (ABD) - Humanities
The University of Texas at Dallas

GRAPHIC DESIGN AND WEB DESIGN & INTERACTIVE MEDIA

Anderson, Justice
Academic Director
Bachelor of Science – Telecommunications Management
Devry Institute of Technology
Master of Business Administration – Business Administration
Webster University
Masters of Information Systems Management – Electronic Commerce
Keller Graduate School of Management

Kolm, Tina
Bachelor of Arts – Art
Kalamazoo College

Master of Science – Communications Design
Pratt Institute

Schuler, Mark
Bachelor of Fine Arts – Design
University of Kansas

INTERIOR DESIGN, FASHION MARKETIN AND ADVERTISING

Carter, Heather – NCIDQ, LEED AP
Academic Director
Bachelor of Science – Interior Design
Abilene Christian University

2011-2012 Academic Calendar

(The following replaced the ACADEMIC CALENDAR on the inside back cover of The Art Institutes International – Kansas City 2009 – 2010 Catalog)

Fall

Important Dates

First Day of Class
Last Day of Drop/Add
Last Day to Withdraw
Last Day of Class
Quarter Break (No Classes) Sunday, December 18 – Sunday, January 8

Fall I 2011

October 3
October 10
December 2
December 17

Fall II 2011

November 10
November 14
December 2
December 17

Fall 2011 Holiday (No classes)

Thanksgiving, Wednesday, November 23 – Sunday, November 27, 2011

Winter

Important Dates

First Day of Class
Last Day of Drop/Add
Last Day to Withdraw
Last Day of Class
Quarter Break (No Classes) Sunday March 25 – Sunday, April 1

Winter I 2012

January 9
January 16
March 9
March 24

Winter II 2012

February 16
February 20
March 9
March 24

Winter 2012 Holiday (No classes)

Martin Luther King Jr. Day, Monday, January 16, 2012

Spring

Important Dates

First Day of Class
Last Day of Drop/Add
Last Day to Withdraw
Last Day of Class
Quarter Break (No Classes) Sunday, June 17 – Sunday, July 8

Spring I 2012

April 2
April 9
June 1
June 16

Spring II 2012

May 10
May 14
June 1
June 16

Spring 2012 Holiday (No classes)

Memorial Day, Monday, May 28, 2012

Summer

Important Dates

First Day of Class
Day of Drop/Add
Last Day to Withdraw
Last Day of Class
Quarter Break (No Classes) Sunday, September 23 – Sunday, September 30

Summer I 2012

July 9
July 16
September 7
September 22

Summer II 2012

August 16
August 20
September 7
September 22

Summer 2012 Holiday (No classes)

Labor Day, Monday, September 3, 2012

Note: All dates are subject to change at the discretion of the institution.